



Sommer Ray's
#UltimateBeachBod

Core Network Announces Partnership and Interoperability with Sommer Ray Online Contest

Core Coinz built into Sommer Ray's Ultimate Beach Bod Contest

(Calgary, AB, June 14, 2018) – [Core Network](#), a cryptocurrency under development in partnership with [ePlay Digital Inc. \(CSE:EPY\)](#), Mobovivo, and various 3rd party partners and developers, today officially announced its partnership with the Sommer Ray's [Ultimate Beach Bod Contest](#). The new project launched online in April 2017 and has already received hundreds of entries, over 16,000 followers in 40 days, and has engaged a strong Instagram Influencer community.

Sommer Ray is one of the biggest Instagram brands in the world. With over 18 million followers there are only 120, or so, larger Instagram accounts. Last August, the Instagram Influencer market was estimated at being over \$1 billion.*

“We create sports and entertainment apps and games for the Oscars, ESPN, Intel, CBS, and others,” says Trevor Doerksen, CEO of Mobovivo, a Core Network partner. “We work directly with influencers and brands in order to engage and connect audiences. Integrating CORE Coinz with Sommer Ray fans drives, revenue, brand loyalty and audience engagement.”

This is the first of several Sports & Entertainment projects planned to leverage ePlay, Mobovivo, and Core Network technologies and cross-marketing network. Next month, ePlay will launch the first mobile game in its Big Shot Augmented Reality series. Big Shot Basketball launches the Augmented Reality series and makes it possible to use the same platform for other sports and entertainment titles.

The CORE Network Initial Coin Offering is expected later this year.

Media Kit: <https://goo.gl/zzuAgT>

*(<https://www.cnbc.com/2017/08/11/social-media-influencers-rake-in-cash-become-a-billion-dollar-market.html>)

About Core Coinz

To supercharge fan engagement Core fuses entertainment, sports, and esports to create a new level of events, sponsorship, merchandise sales, and betting. By utilizing the blockchain, Core is the first of its kind technology platform and ecosystem for augmented reality sports and entertainment games. Developed to enable rights holders, influencers, brands, businesses and 3rd party developers to build their own game applications. Founded on the award-winning technology and applications from Mobovivo and experiences of ePlay with prominent partners. Core is where Pokémon Go meets Daily Fantasy and Amazing Race meets Hunger Games.

About ePlay Digital

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports and entertainment augmented reality titles. ePlay is operated by an award-winning team of sports, gaming and eSports leaders as well as broadcast and digital technology industry experts, software engineers and athletes who have brought the dozens of game titles to market for



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companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, and others.

Mobovivo is a wholly owned services-based subsidiary of [ePlay Digital](#). Mobovivo develops real-time fan engagement technologies that enable TV networks, venues, teams, leagues and brands to evolve and meet the demands of today's highly-engaged audiences. Mobovivo bridges the gap between traditional broadcast and dynamic, next-generation multi-platform networks that deliver interactive content, live streaming, augmented reality, fantasy sports, and social media across multiple devices.

Further Information

Further details are available under the Company's profile on SEDAR at www.sedar.com and the Company's profile on the CSE's website at www.thecse.com/

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Canadian Securities Exchange (CSE): [Symbol EPY](#)

Deutsche Boerse Xetra - Frankfurt Stock Exchange: [Symbol 2NY2; WKN: A2AN4D; ISIN CA26885W1041](#)

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Except for historical information contained herein, this news release contains forward-looking statements that involve risks and uncertainties. Actual results may differ materially. Except as required pursuant to applicable securities laws, the Company will not update these forward-looking statements to reflect events or circumstances after the date hereof. More detailed information about potential factors that could affect financial results is included in the documents filed from time to time with the Canadian securities regulatory authorities by the Company. Readers are cautioned not to place undue reliance on forward-looking statements.