



PokerVision Announces Development of CyberRail™ Interactive App ***New Technology for Enhanced Viewer and Player Experience Leads to New Revenue Streams***

Calgary, Alberta – (March 29, 2017) [PokerVision Media Inc. \(PVN\)](#), a wholly owned subsidiary of [ePlay Digital Inc. \(CSE:EPY\) \(FSE:2NY2\)](#) is pleased to announce the development of CyberRail™, a player generated, interactive, live event coverage and television App. Developed by [Mobovivo Inc.](#) another wholly owned subsidiary of ePlay, CyberRail™ integrates the latest in viewer and player engagement, initially designed for the poker industry but with far reaching applications for other sports, gaming and entertainment sectors.

PVN plans to launch CyberRail™ as a key component of its live event broadcast coverage that will allow for players and viewers to interact and report in real time the early stages of poker tournaments while adding gamification and advertising modules to generate revenues and create an enhanced user experience.

“Tournament poker has been a tough game to broadcast in the traditional ways,” commented PVN’s Director of Poker Programming Adam Schwartz. “Together with Mobovivo, PVN will change the way events are televised and players can interact with their friends and fans as well as with the broadcast team and add elements of daily fantasy through the integration of a sports game engine.”

“Mobovivo has been helping TV and sports networks engage and grow viewership using digital and mobile technology since 2009, commented ePlay Digital and Mobovivo’s CEO Trevor Doerksen. “Applying our advanced and proprietary technology for live poker competition programming will build a business model that generates new revenues for PokerVision, its partners and advertisers as we revolutionize live competition programming.”

Further details will be announced on the full launch of CyberRail™ and the events that it and PVN will be covering soon.

About PokerVision Media

PokerVision Media Inc., a subdivision of ePlay Digital, is a Calgary, Alberta-based multi-platform media and entertainment company that is redefining the future of sports consumption by bridging poker, gaming, eSports and sports content with unparalleled consumer interactivity. Engaging viewers on multiple platforms with live events and original programming that embed gamification and interactivity, sets the stage for PVN to change the way media is consumed and monetized in targeted industries.

About ePlay Digital

ePlay Digital Inc. develops and operates broadcast and live video technologies that enable TV networks to evolve and meet the demands of today’s highly-engaged audiences. ePlay bridges the gap between traditional TV and dynamic, next generation digital broadcasts that deliver interactive content, live streaming, augmented reality, fantasy sports, and social media across multiple devices.

About Mobovivo

Mobovivo, a wholly owned subsidiary of ePlay Digital Inc. (CSE:EPY), is an award-winning software company that offers a social game engine and content marketing platform to engage audiences. Mobovivo’s innovative Sports Game Engine integrate TV, video, sports, daily fantasy and social games into powerful multi-platform destinations and campaigns for brands, sports teams, and venues. Mobovivo technology solutions engage audiences in seven languages and in 18 countries. Customers and target audiences include: the Academy Awards, FIFA World Cup, AXS TV, NFL, NBA, AXN, Time Warner Cable, Los Angeles Lakers, Sportsnet, Fiat, Ford, Samsung, Grolsch, Sony Pictures, CBS, The Hollywood Reporter, CPAC, Alliance Films, Globo TV, ESPN, and Intel.

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

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Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the Company's ability to identify and complete suitable acquisitions to further the Company's growth as well as risks associated with the Company's ability to commercialize the digital sports sectors in general such as operational risks in development, research and regulatory delays or changes in plans with respect to research projects or capital expenditures; the uncertainty of the market; the uncertainty of estimates and projections relating to costs and expenses; marketing and commercialization; loss of markets; competition; incorrect assessment of the value of any technologies acquired and failure to realize the anticipated benefits of such acquisitions; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not limited to tax laws, and government regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive.

The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.