



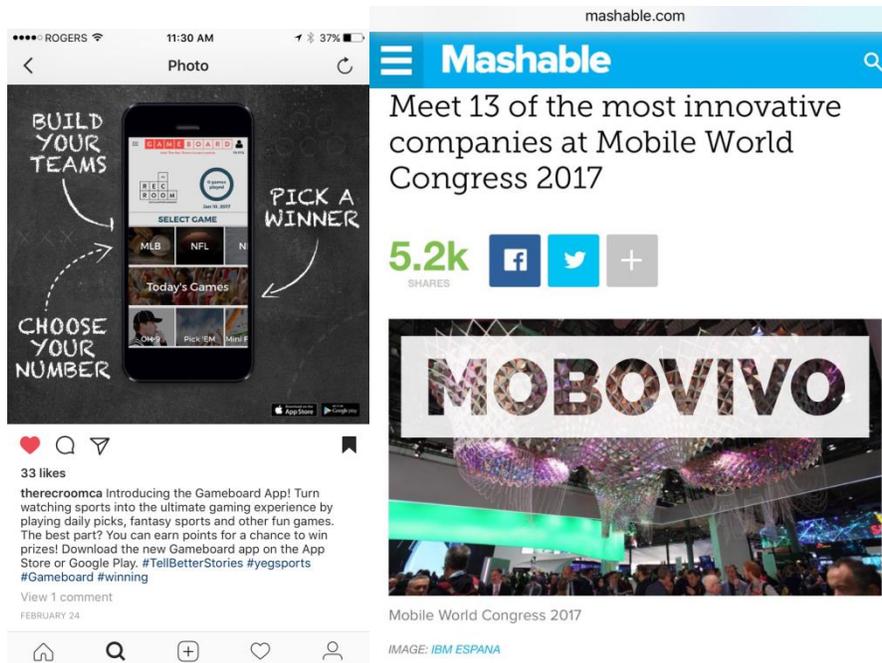
ePlay Digital's Mobovivo Inc. Named One of the Top Innovators at Mobile World Congress in Barcelona

Calgary, Alberta – March 14, 2017 – ePlay Digital's (CSE:EPY) (FSE:2NY2) wholly owned subsidiary Mobovivo Inc. was named one of the 13 Most Innovative Companies at the Mobile World Congress 2017, held recently in Barcelona. In a feature published over the weekend by Mashable.com, Mobovivo was identified as a technology company that is "making big waves" in the industry. Over 2,300 companies participated in the 4 day event where over 108,000 attendees came to see the latest innovations in mobile, media and technology.

"Mobile World Congress is the biggest gathering for the mobile industry each year," commented Mobovivo Founder and ePlay's CEO Trevor Doerksen. "Mobovivo demonstrated its sports game engine to leagues, teams, brands, sports networks, journalists, and mobile operators from around the world and the uptake has been phenomenal."

Mashable's full story can be seen at <http://mashable.com/2017/03/09/mwc-startups/#ILB73tccHGqB>.

Mobovivo recently announced the launch of its Sports Game Engine which helps its clients engage their customers and viewers through an enhanced digital platform. For more details, see the company's website at www.mobovivo.com.



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 integrates 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.

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. ePlay is operated by a team of sports, gaming and eSports authorities as well as broadcast and digital technology industry experts, software engineers and athletes who have brought the ePlay platform to market and successfully partnered with companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, and others.

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

For further information please contact:

Trevor Doerksen, CEO, and Director

Telephone: (403) 775-9475

E-mail: info@eplaydigital.com

Website: www.eplaydigital.com

Canadian Securities Exchange (CSE): Symbol EPY

CSE website: <http://thecse.com/en/listings/technology/eplay-digital-inc>

Deutsche Boerse Xetra - Frankfurt Stock Exchange: Symbol 2NY2; WKN: A2AN4D; ISIN CA26885W1041

Cautionary and Forward-Looking Statements

This news release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. These statements relate to future events or future performance. All statements other than statements of historical fact may be forward-looking statements or information. More particularly and without limitation, this news release contains forward-looking statements and information relating to third party research and analysis, and the Company's corporate strategy. Although management of the Company believes that the expectations and assumptions on which such forward looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information since no assurance can be given that they will prove to be correct, and management can neither agree or disagree on specific conclusions contained in the research report.

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.