



ePLAY DIGITAL ANNOUNCES AUGMENTED REALITY APP PARTNERSHIP

Calgary, Alberta - December 20, 2016 – ePlay Digital Inc. (the "Company") (CSE:EPY) – Be Heart of It, the Hollywood-based entertainment company and [Mobovivo](#), [ePlay Digital's](#) subsidiary acquisition in process, announced a new partnership and upcoming app that brings augmented reality, exclusive content, and real world activation to sports teams, athletes and music artists. Be Heart of It partnered with Mobovivo for its award winning sports and entertainment engagement platform to bring the augmented reality experience to fans and celebrity users of Be Heart of It. The new partnership helps fans, athletes and music artists to engage in augmented reality. Augmented reality is a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view¹.

The new augmented reality version of the *Be Heart of It* app will be released soon, and like the popular *Pokemon Go* app, gets users on their phones unlocking exclusive content about their favorite brands and people. The app uses location-based technology, augmented reality, selfies and exclusive content to bring fans and celebrities closer together.

Pokemon Go, the #1 app of summer 2016, helps users engage with the Pokemon brand while they are in the real world, by bringing virtual world content to fans devices. Be Heart of It and Mobovivo are applying the same technology and game-play popularized by Pokemon Go to musicians, athletes, sports teams and stadiums by unlocking exclusive content using augmented reality at the concert or the sporting event.

"Fans want to engage with athletes and musicians," says, Co-Founder and CEO Gianluca Pizzorno of Be Heart of It. "Be Heart of It activates the camera and unlocks a whole virtual world, right on top of the physical world."

"Be Heart of It brings the physical and virtual world together," says Trevor Doerksen, CEO and Founder for Mobovivo. "For the first time ever, fans can engage with athletes and musicians through selfies and augmented reality while at the game or the concert, even while watching on TV."

The app will be available for use on Android and Apple tablets and smartphones.

About Be Heart of It

Be Heart of It is a mobile application that enhance the emotional engagement between Artists and their fanbase, providing an exclusive experience and iper-personalized official merchandise. Successfully launched with the American pop star Christina Perri, Be Heart of It is now ready to lead the entertainment industry into a new Era of interactive engagement and everlasting merchandise.

About Mobovivo

Mobovivo is an award-winning software company that offers a white label interactive video and content marketing platform to engage audiences. Mobovivo's innovative solutions integrate TV, VOD, sports, content marketing, interactivity, and social media to create powerful multi-platform destinations and campaigns for brands. 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, The Hollywood Reporter, CPAC, Alliance Films, Globo TV, ESPN, and Intel.

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¹ https://en.oxforddictionaries.com/definition/augmented_reality

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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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 ability to raise sufficient capital to fund operations of subsidiaries acquired; 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.

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