



BLOCPLAY ENTERTAINMENT

BlocPlay Entertainment Appoints Alexandre Sanhaji as COO

July 3, 2018 – Toronto, Ontario - **BlocPlay Entertainment** (CSE: PLAY) ("BlocPlay" or the "Company") is pleased to announce that the Board has decided to hire Mr. Alexandre Sanhaji as Chief Operating Officer of BlocPlay Entertainment. This decision is based on the recent experience and successful work performed by Mr. Sanhaji in his previous capacity as Advisor to the Company, having demonstrated great working insight and excellent internal communication, which has not been present in the Company to date.

Over the past few months, the Board of Directors has been successfully utilizing the information provided by Mr. Sanhaji in his insightful weekly reports, with the goal of establishing better operational communication and further transparency within the Company. The decision to appoint Mr. Sanhaji as Chief Operating Officer shall be effective as of July 1, 2018.

Mr. Sanhaji has a master's degree from EPITECH - the Paris Graduate School of Digital Innovation, and is an entrepreneur and lead software developer, who has worked with multinational firms across North America, Switzerland, and France. Mr. Sanhaji has designed, developed and integrated IT solutions, while working as an eco-system expert with Microsoft and Cloud technologies. He has held the positions of CIO, CTO, full-stack developer, team leader and project manager for over 14 years. Currently, Mr. Sanhaji offers technical and advisory consulting services to a variety of mobile apps, as well as to start-ups in the fields of cryptocurrency, cloud solutions, payment processing, healthcare and eSports. His historical projects have included public service in Switzerland in the cantons of Geneva, Vaud and Neuchatel, HUG, Viteos AG, SCAN, ECAP, Polytechnic school of Lausanne EPFL and private companies such as KERN, PDC, Meninx, UPC, Xerox, Pictet & Cie, SixGroup AG, Julius Bar.

Mr. Cameron Paddock, CEO of BlocPlay Entertainment, commented: "The Board welcomes Mr. Sanhaji to BlocPlay Entertainment. Alex has been a great resource for the company as an Advisor, and I am confident that his network and industry experience will add great value to BlocPlay."

About BlocPlay Entertainment

BlocPlay Entertainment is the world's first peer-to-peer, de-centralized digital entertainment company. Supporting video gamers, developers, and content creators - worldwide. Each day billions of consumers worldwide enjoy digital entertainment products. BlocPlay Entertainment plans to deliver a fully transparent distribution, publishing, and marketing platform for videogames and eSports events through our innovative tokenization system known as Token Play. BlocPlay Entertainment develops in-house entertainment technologies including video games and services.

About TokenPlay

TokenPlay is a wholly owned subsidiary of Blocplay Entertainment and is the customer facing Brand involved in the development and utilization of blockchain technology in the video game space, which will seek to provide a platform for the exchange of in-game currencies and tokens.

For further information, please contact:

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Forward - Looking Information

Certain information set forth in this news release may contain forward - looking information that involve substantial known and unknown risks and uncertainties. This forward - looking information is subject to numerous risks and uncertainties, certain of which are beyond the control of the Company, including, but not limited to, the impact of general economic conditions, industry conditions, failure to enter into a definitive agreement and complete the Acquisition, and dependence upon regulatory approvals. Readers are cautioned that the assumptions used in the preparation of such information, although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on forward - looking information. The parties undertake no obligation to update forward - looking information except as otherwise may be required by applicable securities law.