



ePlay and Big Shot Augmented Reality App Unveiled At Thinking North Investor Conference

Never seen before features of Big Shot Basketball esports app to demo at high profile Toronto investor event.

(Calgary, Canada Oct.17, 2018) – [ePlay Digital Inc. \(CSE:EPY\)](#) is delighted to announce it has been invited to present in the esports stream at the Thinking North investor conference on October 18 in Toronto. The well-attended investor conference has sector streams including esports, cannabis, and technology. ePlay will present its Big Shot augmented reality game, launch and expansion plans, and vertical integration esports strategy.

“ePlay Digital’s esports and augmented reality technology on display at this week’s Thinking North conference will help highlight the company to new investors in a hot sector,” says Steve Singh, Founder, ThinkingNorth. “Trevor is visionary and has been able to capture esports and gaming in an immersive and thriving mobile environment.”

Big Shot is an augmented reality mobile game described as Pokémon go meets sports, esports and entertainment. The game released as a beta to the Apple App Store in August and will initially be marketed in selected North American cities including Los Angeles, California. The first game title in the Big Shot series is targeted at NBA fans around the world. Other professional sports and leagues will become part of the Big Shot series in the future.

“We have been working very hard towards the moment where we can reveal more about Big Shot and our strategy to investors,” says Trevor Doerksen, CEO of ePlay Digital. “Thinking North is a great event to debut some of the latest plans for the Big Shot product line and the vertically integrated esports market strategy - we own the game, we own the esports league.”

China Daily recently reported the esports market in China alone will reach USD \$18 billion with over 430 million players and viewers. As a game publisher, ePlay provides esports leadership in a vertically integrated manner - from game to league and from augmented reality to distribution - in multiple large esports markets.

About ePlay

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including their new flagship title Big Shot Basketball. 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 dozens of game titles to market for companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, 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/

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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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