



# BIG SHOT

**FOR IMMEDIATE RELEASE**

**Los Angeles, California March 12, 2019**

**ePlay's Biggest Big Shot App Update Yet - Push Notifications and more**  
*Music and NBA stats, plus over 25 other updates to the latest Beta version of Big Shot.*

[ePlay Digital Inc. \(CSE:EPY\)](#) today announced *Big Shot*™ Basketball Beta augmented reality mobile game receives over 25 new features with massive new update. The most significant update to-date, now available in Apple App Store, includes the ability to select favorite teams and players in order to receive customized and automatic push notifications. This allows users to receive personalized updates about NBA players on their Big Shot Roster and tips about NBA players they should be looking to add to their Roster.



Other updates include brand new user interface elements, music, reminders, new avatar skins, challenges, levels, rear-facing camera streaming, replay-kit, advanced roster player views, ability to change username, and the first version of Big Shot with hair styles for athletes.

The marketing plan for Big Shot is like most other game and entertainment launches. Many people will recognize the marketing approach to match that of film promotion. Following a process of development, showing at festivals, to stakeholders, and to test audiences, a coordinated promotion, often called a press junket, includes trailers, press releases, red carpet events, campaigns, merchandising, franchising, media, and interviews with the key people involved. In the case of Big Shot, media, social media, and interviews with special characters in the game - some still to be announced - will be unique to mobile gaming.

“We continue to receive great feedback through analytics, review, and directly from Big Shot fans and stakeholders,” says Trevor Doerksen, CEO of ePlay Digital. “Building a huge hit means a focus on quality and Big Shot is nearing the award-winning quality we have delivered to ESPN, Intel, Sony Pictures, Time Warner Cable, and others in the past.”



# BIG SHOT

Last week, the company announced the upcoming *Big Shot Battle Royale*™ format for the game and the ability to win “Red Carpet Invites”. Daily *Big Shot Battle Royale*™ winners receive a red carpet invite to the Big Shot launch in Los Angeles. Winners will be eligible to join sports, esports, and entertainment celebrities on the red carpet at this very special event by playing *Big Shot Battle Royale*™.

The massive multiplayer game allows head-to-head multiplayer action between Big Shot players fighting elimination during live NBA matches. *Big Shot Battle Royale*™ is the only live massive multiplayer game synced to actual NBA matches. Watching basketball live or on TV is a lot more fun with *Big Shot Battle Royale*. *Big Shot Battle Royale*™ is like other multiplayer mobile games - combining massive multiplayer, live streaming, scavenger mode, and even as special form of combat in a last-player standing format.

Follow ePlay on [Twitter](#), [Facebook](#), and [Instagram](#)  
Follow BigShot on [Twitter](#), [Facebook](#), and [Instagram](#)

### **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.

ePlay’s wholly owned subsidiary, Mobovivo esports specializes in augmented reality, mobile game development and mobile esports streaming.

*NBA is registered trademarks of NBA in the United States and other countries. Apple, App Store, and iPhone are registered trademarks of Apple Inc. in the United States and other countries.*

### **Further Information**

Further details are available under the Company’s profile on SEDAR at [www.sedar.com](http://www.sedar.com), and the Company’s profile on the CSE’s website at [www.thecse.com/](http://www.thecse.com/)

For further media information, or to set up an interview, please contact:

ePlay Digital Inc.

(310) 684-3857

E-mail: [info@eplaydigital.com](mailto:info@eplaydigital.com)

Website: [www.eplaydigital.com](http://www.eplaydigital.com)



Canadian Securities Exchange ([CSE](#)): [Symbol EPY](#)

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



**BIG SHOT**

statements or information contained in this news release are expressly qualified by this cautionary statement.