



# BIG SHOT

**FOR IMMEDIATE RELEASE**

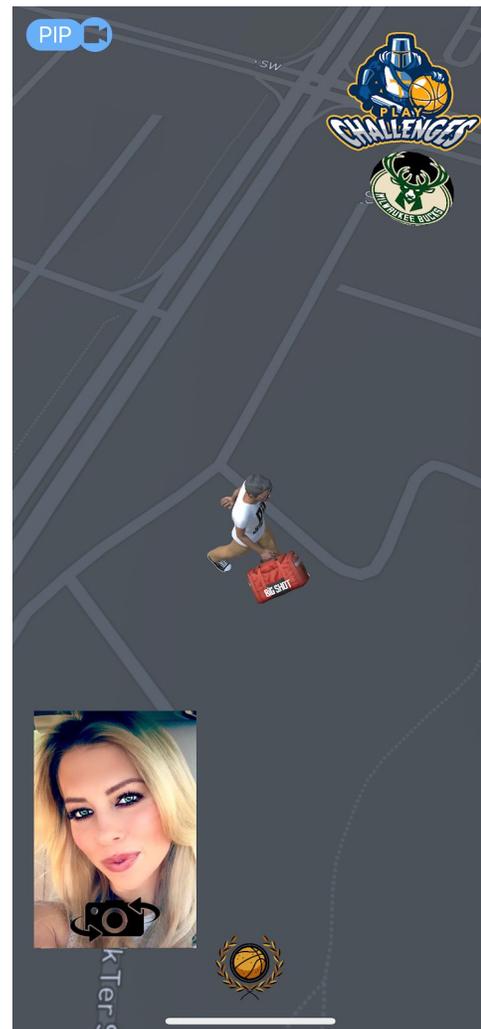
**Los Angeles and Calgary March 28, 2019**

**ePlay To Offer Twitch and Mobcrush Live Streaming from Big Shot Basketball**

*New technology tie-up brings upcoming Big Shot release the potential to reach 15 million daily active eSports users.*

[ePlay Digital Inc. \(CSE:EPY\)](#) today announced a new technology integration with Twitch and Mobcrush for its upcoming release of Big Shot Basketball. The new 3D augmented reality ("AR") solution offers live streaming of video and audio from the front and rear-facing cameras on smartphones in order for Big Shot gamers to show and tell their friends, fans, and followers about their game experience. Gamers stream their journey with optional picture-in-picture (PIP) mode to find NBA players in the real-world while explaining their strategy and Big Shot Roster picks for various daily challenges as players compete to win mini-games and NBA points challenges.

ePlay will use its new live streaming and PIP technology platform and partnerships to turn players into viewers. Esports grows in popularity and revenues as gamers become streamers. Advertisers in Big Shot know that when 100,000 people play the game, 100,000 people will see their ads and product placement. With this new feature, when 100,000 gamers stream their Big Shot experience to 10 of their friends each a resulting 1M people will be exposed to the game and advertisers' messages. This amplification is an important marketing and revenue source.



“Our intention is to make it super easy for users to find, play, and stream Big Shot - we are turning players into streamers,” says Trevor Doerksen, CEO of ePlay Digital. “Every time a Big Shot player streams, whether it’s to 10 friends or 25 million fans and followers, Big Shot, NBA teams and players, ePlay, and brands messages are amplified creating brand new Esports revenues.”



ePlay will continue to unveil its Esports technology, partnerships, and events as the company marches towards the official launch of Big Shot Basketball.

ePlay recently announced a 3D AR advertising partnership to bring brands and physical / online retailers together with mobile gaming audiences through immersive content and gamification. This added Esports component, and others still to be announced, amplifies the impact of the game. Retailers and brands can implement ePlay's AR AdKit with existing or new media to drive footfall traffic to retail locations, activate and measure out-of-home advertising inventory, and create interactive and immersive advertising. The advertising can be placed exclusively through ePlay and its AR AdKit partners to reach more than 10.2 billion impressions per month across thousands of mobile, desktop, and console games and apps including ePlay's flagship game, [\*Big Shot™ Basketball\*](#).

With this announcement, Big Shot gamers will be able to stream live to reach a potential 15 million daily active users on Twitch. The largest revenue source in Esports is advertising and sponsorship which is measured on impressions and engagement. Live streaming from Big Shot to large audiences drives new revenue models for ePlay.

eMarketer forecasted last year that digital ads will account for 50% of total eCommerce ad spending by 2020, at more than \$357 billion. ePlay, through its technology platform and partnerships, is well-positioned to grow alongside the fastest growing digital platform in the world - mobile games. ePlay's AR AdKit ads enable a consumer to match the experience of playing a video game with gamified and immersive advertising.

Brands can now request sample AR ads and demographic targeting by contacting ePlay Digital at [info@eplaydigital.com](mailto:info@eplaydigital.com) or by phone in:

Los Angeles - (310) 684-3857 ext 27;

Toronto - (647) 435-3591 ext 27;

Calgary - (403) 775-9475 ext 2.

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### **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.



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

*Twitch, Mobcrush, and NBA are registered trademarks of Twitch, Mobcrush, and NBA respectively 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/)

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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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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.