



ePlay's PokerVision Network Announces Adam Schwartz Joins Company as Director of Poker Programming
Host of popular Twoplustwo Podcast joins new TV network to build out program slate

Calgary, Alberta – January 10, 2017 – [PokerVision Network \("PVN"\)](#), a wholly owned subsidiary of [ePlay Digital Inc. \(CSE:EPY\)](#) today announced that Adam Schwartz has joined the company's broadcast management team as Director of Poker Programming.

Mr Schwartz is an industry icon having successfully competed on the world stage as a professional poker player and for the past 10 years has hosted the [Twoplustwo Poker Podcast](#), a top source of poker news and commentary. He has served as TV broadcasting color commentator for the Canadian Poker Tour on Rogers SportsNet and The Score Television Network.

"We are very pleased to have Adam join the PokerVision team as his experience and relationships in the poker and gaming industries will be a major asset as we work towards our national launch," said Malcolm Dunlop, Executive VP of Programming, PokerVision Media. "Adam's experience and deep connections with content and the community will help PVN lead the market in great original, reality, and live multi-platform programming and formats"

Mr. Schwartz has also consulted with online poker sites and developed and sold a large online poker affiliate marketing business. His ability to engage with poker players and online poker properties as well as create content for multiple platforms makes him an outstanding addition to the organization.

"I've been working in this industry for many years and I'm very excited about the opportunity to bring my talents to PokerVision," said Schwartz. "I've reviewed the company's business plan, strategy and goals, I'm very familiar with the skill and past successes of executive team and this is a company poised to do great things not just within the poker world but broadcasting in general."

About PokerVision Media

PokerVision Media Inc (PVN), a subdivision of ePlay Digital (EPY.CN), is a Calgary, Alberta based multi-platform media and entertainment company that is redefining the future of sports consumption by bridging poker, gaming, eSports and sports content with unparalleled consumer interactivity. The company is launching with master control, broadcast studios and production facilities in Calgary and Toronto, with plans to open additional facilities across the country with the goal of creating and sourcing the best-possible content that entertains audiences as much as it engages them.

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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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.

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