i3 Updates on BLITZPOKER’s Success and Announces Planned Name Change

Toronto, ON – January 14th, 2021 – i3 Interactive Inc. (“**i3 Interactive**” or the “**Company**”) (CSE: BETS) (FRA: F0O3) is elated with the steady rise of the online gaming sector in India. BLITZPOKER, launched in August 2020, has already distinguished itself as a top destination for poker players. Despite its new entrant status, BLITZPOKER has shown early and impressive growth in a highly competitive space by offering a best-in-class product, industry leading and frequently copied marketing, as well as world class customer service & rewards programs. The early contribution to India’s online poker community has been a concerted effort and a source of pride for the BLITZPOKER team.

Since its launch last August, BLITZPOKER has welcomed the participation of tens of thousands of poker players from across the country. With its exciting tournaments and attractive freerolls, combined with sharing special rewards for India’s celebration of Diwali and most recently its unique and very successful 12 days of Christmas holiday giveaway, the platform has grown to become one of India’s biggest and most exciting online poker destinations.

To close the year BLITZPOKER’s December numbers hit all-time highs in almost every key metric. Most important to the BLITZPOKER team is the acquisition and retention of new and existing players, showing the exciting marketing combined with industry leading product and customer service is having the desired effect of providing an engaging, exciting and fair offering to all BLITZPOKER players.

In 2021 the company will continue to invest in the online poker ecosystem, with further product improvements to go along with further investment in marketing, community development and partnerships with prominent personalities and influencers consolidating its plan to become the number one poker destination and continue to develop the online poker industry in general in India.

BLITZPOKER, owned by i3 Interactive Inc, is part of one of the largest poker networks in the world with over a million registrations. In line with i3’s business model of building a gaming entertainment portfolio globally leveraging its high-value celebrity influencer model, i3 has decided to compound the early market entry success in India with further investment exploration in both its BLITZPOKER product as well as other online gaming opportunities. i3's initial launch in India through acquisition, rebrand and launch of the poker operation now known as BLITZPOKER, is on pace for another record month in January.

Statement by BLITZPOKER Management: “Since its launch, BLITZPOKER has been very well received by the Indian poker community. As a result of this early success, we will continue to invest in poker as well in the wider online gaming ecosystem. We appreciate and respect the customer feedback for high quality products combined with meaningful brand engagement and exciting market positioning. Brands that resonate with players continue to prove their value and BLITZ is committed to continuing to exceed expectations on its path to becoming the number one online skill-based gaming destination in India.”

Change of Name

i3 is also pleased to announce that, pursuant to a directors’ resolution, it will change its name to “International Gaming Technologies Inc.” (the “**Name Change**”).

There will be no change to the symbol. The Company’s common shares will continue to trade under the ticker “BETS” on the Canadian Securities Exchange (the “**CSE**”). Upon the Name Change taking effect, the CSE will publish a bulletin announcing the effective date of the Name Change and it is anticipated that the common shares will begin trading under the new name by the end of January. The Name Change is subject to CSE and regulatory approval.

No action is required to be taken by shareholders with respect to the name change. Outstanding share certificates are not affected by the name change and do not need to be exchanged.

ABOUT I3 INTERACTIVE INC.

The Company is in the business of providing customers with an online and mobile gaming platform which will provide sports fans worldwide with a unique and highly-engaging social gaming product, and sports betting and casino product offering. In an effort to break into the various emerging global markets, i3 has secured partnerships with key social media influencers.

For additional information on the Company:

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Forward-Looking Statements

*This press release contains forward-looking statements within the meaning of applicable Canadian securities laws. Forward-looking statements are often, but not always, identified by the use of words such as "seek", "anticipate", "believe", "plan", "estimate", "expect", "likely" and "intend" and statements that an event or result "may", "will", "should", "could" or "might" occur or be achieved and other similar expressions. The forward-looking statements in this press release include statements relating to the projections for growth in the Indian online gaming market, the successful acquisition of BLITZPOKER and the timing of its acquisition, regulatory approval of the acquisition, the projections for growth in BLITZPOKER's profit and popularity. Forward-looking statements are subject to business and economic risks and uncertainties and other factors that could cause actual results of operations to differ materially from those contained in the forward-looking statements, including, without limitation, (i) the costs of compliance with and the risk of liability imposed under the laws of the jurisdictions in which the Company is operating or will operate (the "**Operating Jurisdictions**") including gambling laws and regulations, sports betting laws and regulations and mobile or online gambling and sports betting laws and regulations, (ii) negative changes in the political environment or in the regulation of mobile and online sports betting or gambling and the Company's business in the Operating Jurisdictions, (iii) risks relating to COVID-19 (iv) negative shifts in public opinion and perception of the gambling industry, (v) significant competition in the industry, (vi) risks of product liability and other safety-related liability as a result of usage of the Company's planned gambling and betting products, (vii) loss of intellectual property rights or protections, (viii) cybersecurity risks, (ix) constraints on marketing products,(x) fraudulent activity by employees, and (xi) risk of litigation. Readers are cautioned not to place undue reliance on forward-looking statements as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Readers are further cautioned that the assumptions used in the preparation of such forward-looking statements (including, but not limited to, the assumption that , (i) the Company's financial condition and development plans do not change as a result of unforeseen events, (ii) there will continue to be a demand, and market opportunity, for the Company's product offerings, (iii) the Company will be able to establish, preserve and develop its brand, and attract and retain required personnel, and (iv) current and future economic conditions will neither affect the business and operations of the Company nor the Company's ability to capitalize on anticipated business opportunities) although considered reasonable by management of the Company at the time of preparation, may prove to be imprecise and result in actual results differing materially from those anticipated, and as such, undue reliance should not be placed on forward-looking statements. The forward-looking statements included in this press release are made as of the date of this press release and the Company does not undertake an obligation to publicly update such forward-looking statements to reflect new information, subsequent events or otherwise unless required by applicable securities laws. Forward-looking statements, forward-looking financial information and other metrics presented herein are not intended as guidance* *or projections for the periods referenced herein or any future periods, and in particular, past performance is not an indicator of future results and the results of the Company in this press release may not be indicative of, and are not an estimate, forecast or projection of the Company's future results. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement.*