

DSG Global Launches Ad Revenue Platform With Vistar Media

Beta Phase Proved Ability to Integrate With Large Media Buys

Vancouver, BC, CANADA – August 25, 2016 – DSG GLOBAL INC. (OTCQB: DSGT), a leading golf technology company, announces today that they have concluded beta testing and have launched their R3 programmatic advertising revenue program with Vistar Media.

Vistar is an advertising platform that enables major brand advertisers to reach consumers based on their behavior in the physical world. Through their geospatial technology, advertisers are able to reach select audiences through mobile and out-of-home networks. DSG Global's installed base of daily-fee and resort golf courses represents a particularly valuable demographic, and their cart-mounted Touch[®] display screens seamlessly deliver both banner ads and full-motion videos while on the course.

The new DSGT ad revenue program has been branded R3, which stands for Right Person, Right Ad, Right Time. "It's a fully automated, bid-based sales and delivery solution," explained CEO Robert Silzer Sr., "which we expect will produce a substantial stream of new revenue for DSG Global, and for the courses employing our Touch[®] solution around the world."

"Ad relevancy is our critical advantage," continued Silzer. "With our technology, golfers will see ads that are targeted specifically to them, and that are totally native to the golf environment. Advertisers will pay enthusiastically for that kind of precision in reaching the highly sought after demographic that golfers represent."

Validating Silzer's assertion are recent announcements that Clear Channel Outdoor Americas has partnered with Vistar Media, and Google's stated aim of spending 60% of its media budget under programmatic strategies. Spending on programmatic advertising is growing quickly, at 20% annually, and already accounts for nearly \$15 billion of the \$50 billion in digital marketing revenue.

DSG Global Inc. manufactures and markets a range of proprietary technology solutions specifically tailored to golf course operations. Learn more about DSGT at: dshtag.com

About DSG Global Inc.

DSG Global Inc. (DSGT) provides patented electronic tracking systems and fleet management solutions to golf courses that allow for remote management of the course's fleet of golf carts, turf equipment and utility vehicles. Their clients use DSGT's unique technology to significantly reduce operational costs, increase safety, and enhance customer satisfaction. DSGT has grown to

become a leader in the category of Fleet Management in the golf industry, with their technology installed in over 10,000 vehicles on golf courses worldwide. DSGT is now aggressively branching into several new streams of revenue, through programmatic advertising, licensing and distribution. DSGT is also expanding into Commercial Fleet Management, and Agricultural applications.

Safe Harbor for Forward-Looking Statements

This press release contains forward-looking statements. Forward looking statements in this press release include statements relating to the Company's corporate finance and other strategic initiatives, and the Company's expansion into markets outside of the golf industry. Forward-looking statements are inherently subject to risks and uncertainties which could cause actual results to differ materially from those in the forward looking statements, including, without limitation, the following: the timing and nature of any capital raising transactions; our ability to offer products and services for use by customers in new markets outside of the golf industry; the risk of competition; our ability to find, recruit and retain personnel with knowledge and experience in selling products and services in these new markets; our ability to manage growth; and general market, economic and business conditions. Additional factors that could cause actual results to differ materially from those anticipated by our forward-looking statements are under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in our Current Report on Form 8-K filed with the Securities and Exchange Commission on May 12, 2015. Forward-looking statements are made as of the date of this release, and we expressly disclaim any obligation or undertaking to update forward-looking statements.

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