

DSG Global Launches Partnership With Steady Motion To Offer Industry's Best Golf Course Flyover Videos

Company Adds New Revenue Stream With PGA Tour Quality Videos

Surrey, British Columbia – August 7, 2016

DSG GLOBAL INC. (OTCQB: DSGT), best known for its advanced GPS TAG System for golf cart and turf equipment fleet management, has officially partnered with golf course video flyover company, STEADY MOTION, to bring the best interactive flyover videos to the golf industry.

“This is a very important announcement for us,” said Robert Silzer, Sr., President & CEO of DSG Global Inc. “This partnership creates a new source of revenue for us and for our client courses that goes straight to the bottom line. We already have the network in place on golf courses around the world and now we can offer them the best flyovers anyone has ever seen.”

The two companies began discussing the deal at the PGA Merchandise show in Orlando and worked to develop the technology in order to offer DSG’s customers a video flyover quality that equals those seen on television during PGA Tour broadcasts.

“We’ve taken our time to get it absolutely right,” said Jose Buezas, CEO of Steady Motion. “Other companies offer flyover type videos, but we wanted our product to be the very best and that requires partnering with the right people. DSG Global’s technology team is filled with the right people, and the flyover product we are producing together is amazing!”

Delivery videos of broadcast quality required development of a revolutionary technology that allows advertising to be easily embedded in the videos organically, which allows for optimal new streams of ad revenue. “It is our technological advantages that ultimately make this latest innovation possible,” says Clint Singer, the Company's Senior Technology Specialist. “Our system's processing speed, communications design, and graphics interface are what drive the opportunity for big advertising possibilities.”

Each flyover video is a 30-second high-definition aerial view from tee-to-green, and include professional voice-over narration. These can also be knit together to create a dynamic, interactive course tour that can be easily added to golf course websites for maximum marketing impact.

“These new, enhanced flyover videos really do add value to any course because golfers can view the course and hole details in super HD, either prior to booking a tee time or just seconds before they play a hole when they’re on the course,” said Patrick J. Parenti, SVP, Global Sales for DSG.

The Company's new flyover innovation will first be introduced to their existing base of 250 golf courses worldwide, and will later be featured at PGA Shows throughout the fall and winter for mass implementation in 2017.

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 more than 250 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 forwardlooking 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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