

DSG Global Inc. to Feature New Products at Major Golf Industry Show in Florida, Feb. 8-9

Previous Trade Show yielded over \$1-Million in sales commitments

SURREY, British Columbia and LOS ANGELES, CA FEBRUARY 1, 2017 -- DSG GLOBAL INC. (DSGT), best known for its advanced GPS TAG System for golf cart and turf equipment fleet management, announced today that it will attend the Golf Industry Show in Orlando, FL that takes place February 8th-9th. In addition to their industry-leading array of software and technology products, the Company will feature several new product introductions.

The trade show gives superintendents, owners, technicians and other golf facility professionals an opportunity to network and discuss the latest products and services in golf facility operations. More than 6,000 qualified buyers from over 60 countries will attend.

“Our most recent trade show, the PGA Merchandise Show last week, generated over \$1 million in sales commitments and we anticipate another enthusiastic response at this event,” said Bob Silzer, President and CEO of DSG Global Inc. “With our new product lines, including our Tag Turf, 3D Flyovers and three wheel solo-rider golf cart, and enhancements to previous innovations, we expect this to be another strong show for our company. We have a diverse range of cutting edge products that not only make golf course operations more efficient, they actually save courses money by allowing faster pace of play and better tracking of problems.”

The company will be in booth 367 for the duration of the GIS trade show that will feature its industry-leading Fleet Management System.

DSG Global Inc. manufactures and markets a range of proprietary technology solutions specifically tailored to golf course operations. Learn more about DSGT at <http://www.dsgtag.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 15,000 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 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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