

DSG GLOBAL INC. ENGAGES BURNHAM SECURITIES INC. AS INVESTMENT BANKER AND FINANCIAL ADVISOR

Surrey, British Columbia – July 28, 2015 -- DSG GLOBAL INC. (the “Company”) (OTCQB: DSGT), a leading provider of fleet management solutions for the golf industry, is pleased to announce it has retained Burnham Securities Inc. as the Company’s exclusive financial advisor to assist with the Company’s corporate finance and other strategic initiatives.

“We are excited to announce our new relationship with Burnham Securities,” said Bob Silzer, President and CEO of DSG Global, Inc. “Working with a prestigious firm like Burnham validates all the hard work we have put into DSG Global and its product lines. The engagement of Burnham as our financial advisor will provide the Company with greater access to growth capital as we continue the expansion of our fleet management solutions in our core golf market and in new markets such as commercial fleet and agriculture.”

About DSG Global Inc.

DSG Global Inc. (DSGT) is one of the new breed of Software-as-a-Service (SaaS) companies that are dominating the IT industry. DSGT provides electronic tracking systems and fleet management solutions, and our clients are using DSGT’s patented technology to significantly reduce costs, increase safety and enhance customer satisfaction. DSGT has historically focused on the golf industry, where golf course operators manage their fleet of golf carts, tuft equipment, and utility vehicles remotely using DSGT’s SaaS Technology. DSGT is now a leader in the category of Fleet Management in the golf industry and to date, their technology is used in over 10,000 vehicles on 250 courses worldwide. DSGT is now aggressively branching into several revenue streams, through programmatic advertising, licensing and distribution. DSGT is also expanding into Commercial Fleet Management, and Agricultural applications.

About Burnham Securities Inc.

Burnham Securities Inc., a FINRA Member, offers financial services and expertise to a select group of institutions, companies and individuals. Their capabilities include institutional asset management, wealth management, institutional trading, brokerage services, investment banking, underwriting, and corporate finance. The firm’s headquarters are in New York, with offices in Los Angeles and Houston. Burnham Asset Management is a registered investment advisor and manages the Burnham Investors trust, a mutual fund family. For more information on Burnham, go to www.burnhamfinancial.com.

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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