

DSG GLOBAL INC. APPOINTS CHIEF MARKETING OFFICER

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 appointed Catherine Jones as our new Chief Marketing Officer. Catherine brings a wealth of knowledge and over 12 years of experience as a Licensed Investment Advisor, and over 15 years’ experience in the Finance and Securities Industry. Catherine sits on the Board of Directors for the Ronald McDonald House and has earned her B.A. in Criminal Justice at the University of the Fraser Valley.

“I am honoured to be a part of the DSG Global Inc. team” said Catherine Jones. “DSG’s expansion of fleet management solutions in the golf market and new markets such as commercial fleet and agriculture will make working with DSG very challenging and rewarding”. “We are most pleased to have Catherine join our team. Catherine’s experience in Capital Markets and Marketing is an asset to our company. Her skills and experience are an ideal fit for where DSG Global is heading and Catherine is an integral part of this vision” said Bob Silzer, President and CEO of DSG Global, Inc.

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.

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.

Contact:

For information please contact:

Catherine Jones, CMO

DSG Global Inc.

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