

FOR IMMEDIATE RELEASE

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B2Digital Finalizes Hard Rock MMA Acquisition

B2Digital, Incorporated (OTCMKTS:BTDG) (“B2Digital”) announced today that it has completed the acquisition of Hardrock Promotions LLC, the owner of HardRock MMA in Kentucky.

With this announcement, B2Digital has successfully completed a major step in building the B2 Fighting Series as a developing Minor League with LIVE MMA Fights for the MMA marketplace and B2Digital continues to work in acquiring other MMA promotion fight groups.

B2Digital has and will continue to build its brand in the MMA community with multiple upcoming sponsorships of other MMA fights for HardRock MMA, Colosseum Combat and other MMA Promotions over the coming months. B2Digital has broadcast “Free to the Fans”, LIVE on the B2Digital Social Media Network over the last 3 months on each sponsored MMA Groups Facebook and YouTube channels with audience participation growing to more than 1.5 Million Social Media Connections to the B2 Social Media Program on the Sponsored MMA Promotions Social Media Sites and Networks.

“It is excellent news for B2Digital to complete the acquisition of a great MMA company like HardRock MMA, which has produced 94 events and has a planned schedule of 9 more LIVE Events through the end of 2018. The completion of the acquisition means B2Digital will be reporting revenue as an operating entity in Q3. The management of HardRock MMA continues to do an amazing job in Kentucky operating HardRock MMA and I am quite pleased that the current management is currently in place and will stay on to operate the HardRock MMA group for B2Digital”, said Greg P. Bell, Chairman & CEO of B2Digital.

“We have worked successfully with Mr. Bell over the last several months in producing our last Five Live Events, along with working together to complete the acquisition of HardRock MMA by B2 Digital. We look forward to continuing this relationship as we develop the B2 Digital Fighting Series”, said Vanessa Higdon, the President and CEO of HardRock MMA.

About B2Digital, Incorporated

B2Digital, Incorporated is a full service Live Event Sports Company. Since its restructuring in early 2017, the company has been led by a management team with over 30 years of global experience developing more than 20 companies in the Sports, Television, Entertainment, Digital Distribution and Banking Transaction industries. As part of its growth strategy, B2Digital intends to continue to develop and acquire assets meeting its business model with the goal of becoming a Premier Vertically Integrated LIVE Event Sports Company.

B2Digital is currently building an integrated LIVE Event Minor League for the MMA Mixed Martial Arts marketplace, through the creation and development of Minor League champions expected to graduate to MMA Major Leagues from the B2 Fighting Series. The company intends to continue to sponsor and operate LIVE Events, acquire existing MMA Promotions, and invite those champions to the B2 Fighting Series Regional and National Championship Series. Throughout this process, B2Digital expects to own all media and merchandising rights, as well as the digital distribution networks for the B2 Fighting Series.

B2Digital's future plans beyond its initial growth strategy include the addition of Sports, Leagues, Tournaments and Special Events to its LIVE Event content. The company hopes to capitalize on its technology and business model to broaden the revenue base of the Live Events core business.

B2Digital also expects to develop and expand its B2 LIVE Event Systems and Technologies. These include Systems for Event Management, Digital Ticketing Sales, Digital Video Distribution, Digital Marketing, PPV (Pay per View), Fighter Management, Merchandise Sales, Brand Management and Financial Control Systems.

B2Digital: The LIVE Event Sports Company.

www.b2digital.com

CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS

This press release contains forward-looking statements within the meaning of the securities laws. These statements relate to future events and involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. You should not place undue reliance on forward-looking statements since they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond our control and which could, and likely will, materially affect actual results, levels of activity, performance or achievements. Any forward-looking statement reflects our current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to our operations, results of operations, growth strategy and liquidity. We assume no obligation to publicly update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future.

For a discussion of these risks and uncertainties, please see our other filings with the OTC Markets. Our public filings with the OTC Markets are available from commercial document retrieval services and at the website maintained by the OTC Markets at <http://www.otcmarkets.com/stock/BTDG/profile>