

5:00 am PST, Monday, September 11, 2017

Moovly Media Launches its Free Moovly Studio Mobile App

VANCOUVER, CANADA -- (Nasdaq – September 11th, 2017) Moovly Media Inc. (TSX VENTURE: MVY) (FRANKFURT: 0PV2) ("Moovly" or the "Company") is pleased to announce that effective today, Moovly has expanded its cloud-based platform to mobile users. The new app (available for both iOS and Android) allows users to create engaging video content on the move. The launch of the Moovly app is yet another product that seamlessly interacts and integrates with Moovly Studio, Moovly's next generation, HTML-based video editor.

Geert Coppens, CTO of Moovly, commented, "The new app enables users to use Moovly Studio in an even more powerful and flexible way. Users can now seamlessly merge their personal media, recorded with their smartphone or tablet, with any of the 500,000 stock media objects included in Moovly Studio, to make stunning new video content and share it with their audiences."

Customization and simplicity of use are what make Moovly Studio unique. The new Moovly app empowers Moovly users in two key ways: first, users can create, customize and share their videos with speed and simplicity via their mobile devices. Second, content can be captured in the user's Personal Library, which can be used in future Moovly creations.

Moovly currently has over 1 million users. The Moovly app advances Moovly's stated objective of becoming the market leader in online video content creation.

For additional information regarding Moovly, please refer to its website at www.moovly.com

Files are available for download in press room

Please visit our press room for images of founders, logo files, screen shots and other materials at www.moovly.com/pressroom.

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"believe", "plans", "intends" and similar expressions are intended to identify forward-looking information or statements. More particularly and without limitation, this news release contains forward looking statements and information with respect to Moovly's future business plans and the expected benefits of its products. The forward-looking statements and information are based on certain key expectations and assumptions made by the Company. Although the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward looking statements and information because the Company can give no assurance that they will prove to be correct.

By its nature, such forward-looking information is subject to various risks and uncertainties, which could cause the actual results and expectations to differ materially from the anticipated results or expectations expressed. These risks and uncertainties, include, but are not limited to, Moovly's inability to continue to commercialize its products or demand for its products decreases or disappears. Other risk factors are set forth in detail in the Company's Management Information Circular dated March 30, 2016 which is available for review under the Company's corporate profile at www.sedar.com. Some other risks and factors that could cause the results to differ materially from those expressed in the forward-looking information also include, but are not limited to: general economic conditions in Canada, the United States and globally; industry conditions, unanticipated operating events; failure to obtain any necessary third party consents and approvals, if and when required; the availability of capital on acceptable terms; the need to obtain required approvals from regulatory authorities; stock market volatility; competition for, among other things, capital and skilled personnel; changes in tax laws; and the other factors. Readers are cautioned that this list of risk factors should not be construed as exhaustive.

The forward-looking information contained in this news release is expressly qualified by this cautionary statement. Readers are cautioned not to place undue reliance on this forward-looking information, which is given as of the date hereof, and to not use such forward-looking information for anything other than its intended purpose. The Company undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable law.

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