

5:00 am PST, Thursday September 7, 2017

Moovly Media Announces Exceptional Growth in Education Sector

VANCOUVER, CANADA -- (Nasdaq – September 7th, 2017) Moovly Media Inc. (TSX VENTURE: MVY) (FRANKFURT: OPV2) ("Moovly" or the "Company") has experienced strong growth in the first half of 2017 from the educational sector (educational subscriptions grew over 1200%, (more than 12 times in the first half of 2017)), and Moovly has primed its servers to cater for further potential growth in this area.

Moovly has always had a strong following in the educational sector due to its powerful video editing tool, Moovly Studio. This tool has allowed educators to provide its students with a powerful video creation tool, an essential element in today's education systems.

Prior to back to school, Moovly primed its registration servers to detect educational domains, offering registrants automatic upgrades to Moovly's educational subscription. Moovly's Educational package is a free subscription exclusively for staff and students at recognized educational institutions (schools, colleges and universities) thus allowing students to continue using the platform without having to pay for an unlimited license. The primary difference between the paid unlimited license and the educational license is a small Moovly watermark which is superimposed on the video of educational subscribers. Educational subscribers not wishing to have the watermark can always purchase a normal Moovly subscription with a 50% discount.

Geert Coppens, Co-founder and CTO, commented: "Moovly has always been a popular platform for teachers and students, enabling them to create videos on educational topics, complete engaging classroom assignments or increase media literacy and creativity. Moovly also partners with learning platforms and educational publishers to offer single sign-on options, video content and exercises, curriculum-aligned media libraries and more. While Moovly offers teachers and students free educational licenses, many of them upgrade to Moovly's commercial licenses, providing them higher video quality and many additional features and benefits."

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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This press release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. The use of any of the words "expect", "anticipate", "continue", "estimate", "objective", "ongoing", "may", "will", "project", "should", "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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