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XSport Global Selects TraDigitalIR as Investor Relations Agency of Record

CHARLOTTE, NC and NEW YORK, NY, Sept. 25, 2018 (GLOBE NEWSWIRE) -- via NEWMEDIAWIRE – [XSport Global, Inc.](#) (OTCQB: XSPT) (“XSport Global” or the “Company”), a leading youth and collegiate sports technology and media holding company focused on developing disruptive sports-centric technologies and related media projects around the world, today announce the Company has retained New York based TraDigitalIR as Investor Relations agency of record.

Robert Finigan, Chief Executive Officer of XSport Global, said, “We are rapidly building out a roster of innovative products and services for our base of youth and collegiate athletes. With our recent expansion and vision for growth, we were seeking an external agency to communicate our evolving investment thesis to the financial community. Having screened several agencies, the team at TraDigitalIR presented an experienced team with strong knowledge; not only of the investment community, but they exhibited a knowledge and passion for our business — inside and out. We look forward to partnering together to better convey our story to the financial community and our expanding shareholder base.”

Sean Leous, Managing Director of Public Relations and Corporate Communications of TraDigitalIR, stated, “XSport Global has a solid business with tremendous opportunity. They broadly serve the diverse, ever-evolving, multi-billion-dollar sports marketplace. Robert has everything in place to take the company to the next level. We look forward to sharing their successes with the financial community.”

Cautionary note regarding forward-looking statements:

The statements contained herein may include prospects, statements of future expectations and other forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties. Actual results, performance or events may differ materially from those expressed or implied in such forward-looking statements.

About XSport Global, Inc.

[XSport Global, Inc.](#) (OTCQB: XSPT) is a leading youth and collegiate sports technology and media holding company focused on developing disruptive sports-centric technologies and related media projects around the world, where sports industries and players are highly regarded. Backed by a roster of professional athletes and brand ambassadors, we seek to help athletes achieve their full potential through cognitive training, careers, genetics, recruiting and more. Our flagship company HeadTrainer, Inc was established to create, develop, promote, market, produce, and distribute online/mobile application cognitive training tools initially intended for the youth, millennial, and adult sports markets. The mobile platform was designed and developed in careful coordination with a team of professionals from the fields of science and medicine, and world-class athletes from a variety of sports.

Visit www.xsportglobal.com and www.headtrainer.com for more information.

About TraDigitalIR:

TraDigitalIR, a full-service integrated communications firm delivering vital strategic advisory services including: analyst, investor and stakeholder relations, targeted community development, capital markets strategies, corporate communications, digital media management and marketing for private and public companies.

The team at TradigitalIR has extensive experience with technology, fintech, healthcare IT, Life Sciences and media, among many other industries and sectors. Working with cutting edge and emerging companies TraDigitalIR connects with thousands of individual, retail and institutional investors, as well as key stakeholders and industry influentials. We use all the latest technologies to bring our clients' stories to widest audience possible.

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Source: XSport Global, Inc.