

DSG GLOBAL HAS BEST MONTH EVER FOR WEBSITE IN KEY DEMO AND IMPRESSIONS ACROSS TOUCH NETWORK

Surrey, British Columbia – April 5th, 2016 – DSG GLOBAL INC. (OTCQB: DSGT), announces a historic milestone in the key 35-44 demographic and most impressions ever across its 3,000+ screen TOUCH network.

DSG Global's website had its strongest month ever in March for the key 35-44 demographic with a nearly 10% increase in traffic to the website by that age group over the previous month. At the same time, the brand has racked up an impressions count of nearly 10,000,000 in Q1 across its TOUCH network.

"As a public company, our web and mobile properties' traffic is a key factor in driving and measuring our success," said Adrian Fulle, Chief Marketing Technologist. "These days you have to be open to change and ready to shift strategies when the industry changes direction. These analytics help us shape our strategies and it's clear that our solutions are attracting golf's key decision makers of today."

Coming off two successful showings at the PGA Merchandise Show and the Golf Industry Show and a recent partnership deal with SPRINT, as well as a merger with Impact Tournament Systems, the analytics show that DSG is clearly having success in the key demographic of the golf industry through both its digital properties and its TOUCH network.

"Every day we're getting more and more interest in DSG from our targeted demo," continued Fulle. "This interest is a key component to our anticipated rollout of the new r3 advertising platform. We now have the eyeballs and the r3 marketplace that we've built is ready to start serving to them."

DSG's website has also enjoyed an increase in female visitors and the 25-34 age demographic.

"We have to keep an eye on the next generation and establish our brand as one that understands golf as it was, but also seeing it for where it will be."

Find out more about DSG [here](#).

About DSG Global Inc.

DSG Global, Inc. is a technology company that offers a variety of products for fleet management in several industries. Its clients are using DSG's patented technology to significantly reduce costs, increase safety and enhance customer satisfaction. DSG has historically focused on the golf industry where golf course operators manage their fleet of golf carts, turf equipment, and utility vehicles remotely using DSG's SaaS technology and advanced GPS hardware. Their technology is deployed in over 15,000 vehicles on 300 courses worldwide. DSG is aggressively expanding into new revenue streams through its R3 advertising program, golf tournament software, licensing and distribution of new technology like the all-electric, low speed vehicle, the 100e. You can learn more and visit DSG at dsgtag.com or [FACEBOOK](#) or [TWITTER](#)

Safe Harbor for Forward-Looking Statements

This information 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” filed with the Securities and Exchange Commission. The Company disclaims any obligation or undertaking to update forward-looking statements.

For information please contact Investor Relations:

DSG Global Inc.

1-800-411-9304