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FOR IMMEDIATE RELEASE

MIDNIGHT ILLUSIONS LTD. CROWDSOURCES A SOLUTION TO XPRIZE'S CROWDSOURCED PROBLEM

Company leverages the power of the HeroX crowdsourcing platform to globally bring together programmers to solve the Global Learning XPRIZE challenge.

Guelph, Ontario (May 24, 2016) – Midnight Illusions Ltd., an Ontario-based award-winning mobile app development company, this week proudly announced their key strategy to win the Global Learning XPRIZE. This $15M competition challenges teams from around the world to develop an open source scalable software solution that will enable children in developing countries to teach themselves basic reading, writing and arithmetic.

The Global Learning XPRIZE presents a massive education challenge designed for the world's innovators to solve. Midnight Illusions has taken on the challenge of addressing this problem by crowdsourcing the solution.

"Our solution revolves around the creation of The ShiraX System™ -- a web-based magic toolbox that will allow anyone to easily create educational apps and distribute them on Android tablets and other devices," said Jason Bavington, Director of Midnight Illusions Ltd. "To this end, we have decided to use the HeroX prize crowdsourcing platform to help realize our objective. Through this approach, any HeroX user can submit code to any of our prize challenges, for a chance to officially join our XPRIZE team."

Midnight Illusions divided the requirements to create The ShiraX System™ into 6 sub-challenges on the HeroX platform. Programmers can register in any of the sub-challenges, either individually or as a Team. They have approximately 3 months to create the required software and submit for review. Midnight Illusions Ltd. will judge and then select the top submission from each sub-challenge and invite the winner to officially become part of the Global Learning XPRIZE team "Midnight Illusions."

Code from all six sub-challenges will then be merged together as part of an official submission to Global Learning XPRIZE by November 1, 2016.

"We are the first team in XPRIZE history to crowdsource a solution in this manner, using the HeroX platform to invite global collaboration in the creation of what we believe is the winning solution to the Global Learning XPRIZE

challenge," said Bavington. "We are extremely excited to create an opportunity for anyone to contribute to a solution with such massively impactful potential, while also becoming an official member of an XPRIZE team in the process."

For more information, visit herox.com/shirax to browse the challenges, register and help create The ShiraX System™.

About Midnight Illusions Ltd.
Midnight Illusions Ltd. is a digital media solutions company specializing in award-winning start-to-finish mobile application development services for all major mobile platforms. For more information, visit www.mi.ca.

About XPRIZE
Founded in 1995, XPRIZE, a 501(c)(3) nonprofit, is the leading organization solving the world's Grand Challenges by creating and managing large-scale, high-profile, incentivized prizes in five areas: Learning; Exploration; Energy & Environment; Global Development; and Life Sciences. Our goal is to stimulate investment in research and development worth far more than the prize itself. The organization motivates and inspires brilliant innovators from all disciplines to leverage their intellectual and financial capital for the benefit of humanity. Active prizes include the $30M Google Lunar XPRIZE, the $20M NRG COSIA Carbon XPRIZE, the $15M Global Learning XPRIZE, the $10M Qualcomm Tricorder XPRIZE, the $7M Barbara Bush Foundation Adult Literacy XPRIZE, the $7M Shell Ocean Discovery XPRIZE and the $5M IBM Watson A.I. XPRIZE. For more information, visit www.xprize.org.

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