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Alta Academy Teams Up with UFC legend Daniel Cormier to Elevate Wrestling Training Worldwide

SYDNEY, AUSTRALIA / ACCESSWIRE / April 24, 2024 /Alta Global Group (NYSE American:MMA) ("Alta" or the "Company"), a leading name in martial arts and combat sports training, announced its latest collaboration with long-standing Alta ambassador, former two-time UFC champion and former Olympic wrestler, Daniel Cormier. The Alta Academy now features Cormier's exclusive instructional videos, offering expert insights into fundamental wrestling techniques.



Daniel Cormier teaching single leg finish for MMA

"I am thrilled to partner with Alta Academy to bring top-level wrestling training to enthusiasts around the globe," said Cormier. "This collaboration allows us to tap into the vast potential of aspiring athletes and provide them with the techniques and mindset that helped me succeed at the highest levels of wrestling and MMA. Together with Alta, we're committed to elevating the sport and offering a comprehensive training experience that's accessible to everyone, from young hopefuls to seasoned athletes. It's more than just learning moves; it's about building the foundation of a champion."

As a former UFC Light Heavyweight and Heavyweight Champion, Cormier holds the distinction of being the second fighter in UFC history to simultaneously hold titles in two weight classes, with the additional honor of being the first fighter to defend titles in two divisions. Cormier brings his wealth of experience to the Alta Academy, providing invaluable training resources for athletes of all levels. With a focus on enhancing wrestling proficiency, Cormier's courses are ideal for current high school and college wrestlers looking to refine their skills and newcomers eager to embark on a wrestling journey.

In addition to catering to wrestling enthusiasts, Cormier's instructional videos also cater to individuals interested in combat sports and MMA. By mastering the basics of wrestling, participants can bolster their overall combat sports skills, gaining a competitive edge in various disciplines.

Alta's Founder and CEO, Nick Langton, commented on Cormier's partnership with the Alta Academy, "Daniel remains one of the biggest names in combat sports and MMA and a true legend of the sport. We are extremely proud to have him as part of the Alta Ambassadorial team and to give Alta Academy members the opportunity to learn from one of the greatest UFC fighters and a true master of wrestling."

Alta Academy, a cornerstone of trainalta.com, offers UFC fans and newcomers to combat sports an affordable entry into their training journey. Priced at just \$26 per month, subscribers gain access to Cormier's wrestling course and other expert-led sessions, designed to complement in-gym training for a diverse audience ranging from beginners to seasoned wrestlers and martial artists.

With an expanding gym network now reaching 544 locations and over 3,000 gym profiles available online, Alta is well positioned for continued growth. Alta plans to further enrich the platform's offerings with the launch of new masterclass series led by renowned MMA figures.

ABOUT ALTA GLOBAL GROUP LIMITED

Alta Global Group Limited is a technology company that is enabling the global martial arts and combat sports industry to maximize the monetization opportunities available to the sector by increasing consumer participation in the sport and building upon existing community offerings within the sector. While the Company believes martial arts and combat sport gyms have a superb in-gym product, they are ripe for transformation when it comes to building sales channels, enhancing customer onboarding, optimizing engagement and driving the growth and retention of members and membership revenues within their gym communities. For more information, please visit [https:// www.altaglobalgroup.com](https://www.altaglobalgroup.com).

Forward Looking Statements

Statements in this press release about future expectations, plans, and prospects, as well as any other statements regarding matters that are not historical facts, may constitute "forward-looking statements." These statements include, but are not limited to, statements relating to the Company's operations and business strategy and the Company's expected financial results. The words "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "plan," "potential," "predict," "project," "should," "target," "will," "would" and similar expressions are intended to identify forward-looking statements, although not all forward-

looking statements contain these identifying words. The forward-looking statements contained in this press release are based on management's current expectations and are subject to substantial risks, uncertainty and changes in circumstances. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including the uncertainties related to market conditions and other factors discussed in the "Risk Factors" section of the Company's final prospectus filed with the SEC. Any forward-looking statements contained in this press release speak only as of the date hereof, and, except as required by federal securities laws, the Company specifically disclaims any obligation to update any forward-looking statements, whether as a result of new information, future events, or otherwise.

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