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## Super League Gaming Unites Proprietary Digital Properties Into Content Network For Gamers And Esports Fans

SANTA MONICA, Calif., Aug. 08, 2019 (GLOBE NEWSWIRE) -- **Super League Gaming** ("Super League" or the "Company") (NasdaqCM: SLGG), a leading community of gamers who connect through the Company's live, digital and social content brands and experiences, announced today the creation of a proprietary audience network composed of its expanding content and creator-centric digital properties. Collectively, Super League has more than 850,000 registered users and followers and generates more than 15 million video views and 40 million impressions per month.

Super League's network includes social media, live streaming, video-on-demand and website-based offerings that provide gamers with multiple forms of content designed to celebrate their love of play and to support their boundless creativity. Whether through gameplay highlights, live streamed esports competitions, original lifestyle series or custom designed digital gameplay environments, Super League's audience is constantly creating, watching and engaging, making this otherwise elusive demographic accessible on an always-on basis.

"As our community has grown, we've become increasingly focused on surrounding gamers and fans with content they crave," said Ann Hand, CEO of Super League Gaming. "Through strategic acquisitions and creative content programming, we have assembled an enviable collection of digital and social channels that reach a broad and passionate user base, which is now available as a media platform."

Super League's digital properties provide a level of scale that complements the company's live esports events, which bring gamers together in 35 local markets across the U.S. at PC gaming centers, Topgolf restaurants, movie theaters and more. The Company's live experiences include the only national city-vs-city amateur esports tournament, Super League's City Champs.

"By including content from our live experiences in live stream broadcasts, social videos and original shows, we're creating content that is uniquely compelling to our audience," said Matt Edelman, chief commercial officer of Super League Gaming. "By celebrating our community in our content, we're making it more exciting to join and follow Super League. This virtuous growth cycle is the defining quality of a next generation esports content network."

Super League's primary digital properties include:

- *SuperLeagueTV*, a branded channel on Twitch and YouTube featuring Super League's

live competitions, City Clubs and esports leagues, as well as original live and video-on-demand shows such as:

- **City Exhibitions**, a live streamed series with multiple weekly episodes featuring players from Super League's branded City Clubs battling for supremacy and local bragging rights across multiple game titles.
  - **Spawn Point**, a daily YouTube show in which hosts Kim Horcher, Rich Slaton and MadMagical present top plays from the Super League community across multiple game titles, along with some of the latest gaming news, often presented in unexpected ways.
  - **Queue Dodgers**, a weekly variety esports show featuring pro shoutcasters who are joined by a rotating group of guests asked to participate in a gauntlet of entertaining games and tasks.
  - **Patch Libs**, an original series designed to make you laugh! Super League players send in their best "fill-in-the-blank" submissions to complete the patch notes of popular video games.
  - **Super League Weekly**, a roundup of all the cool stuff that happened at Super League in the most recent week, presented by the Super League staff.
- *Framerate*, one of the fastest growing social video networks in gaming, with multiple channels on Instagram, Facebook and Tik Tok, as well as original content series on InstagramTV and FacebookWatch:
    - **Framerategg**, a robust user generated gameplay highlights channel showcasing content from thousands of players across more than a dozen popular game titles.
    - **Framerate\_fn**, one of the largest user generated gameplay highlights channels featuring one of the biggest video games in the world, Fortnite Battle Royale.
    - **Framerate Weekly**, an original series keeping up with the most fun news in esports, with host Buddy Hutton.
    - **Rekt Reel**, an original weekly show featuring the best highlights submitted to Framerate that week.
  - *Minehut*, a vibrant Minecraft community in which players create their own Minecraft worlds where friends can share, socialize and play together.
    - **Block Party**, a monthly digital gameplay live stream in which a Minecraft YouTuber creates their own world and invites fans to play with them in their personalized mini-game.
    - **Minehut 101**, a weekly series in which Minehut gurus answer live questions from creators about how to better customize their worlds.

### **About Super League Gaming**

[Super League Gaming, Inc.](#) (NasdaqCM: SLGG) is a leading esports community and content platform for competitive, everyday gamers, fans and friends of all ages and skill levels. With a focus on positive and inclusive gameplay, Super League enables players to experience their sport like the pros while also developing sportsmanship, communication and team-building skills. Powered by a proprietary technology platform, Super League operates physical and digital experiences in partnership with publishers of top-tier games. Local movie theatres, PC cafes, restaurant and entertainment venues are transformed into esports arenas where gamers compete, socialize, spectate and celebrate the amateur esports lifestyle. Super League's platform offers unique amateur esports experiences that not only ratchet up the competition for avid gamers, but also attract audiences with elite amateur

broadcasts that transform physical venues as well as fuel SuperLeagueTV's Twitch and YouTube channels.

### **Forward-Looking Statements**

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995.

Statements in this press release that are not strictly historical are "forward-looking" statements within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. These statements, which include looking information related to the Company, Framerate and our acquisition of Framerate, involve substantial risks, uncertainties and assumptions that could cause actual results to differ materially from those expressed or implied by such statements. Forward-looking statements in this communication include, among other things, statements about the potential benefits of the proposed transaction, our possible or assumed business strategies, potential growth opportunities, new products and potential market opportunities. Risks and uncertainties include, among other things, risks related to our ability to successfully integrate Framerate's operations; our ability to implement its plans, forecasts and other expectations with respect to Framerate's business after the completion of the transaction; our ability to realize the anticipated benefits of the proposed transaction, including the possibility that the expected benefits from the proposed transaction will not be realized or will not be realized within the expected time period; disruption from the transaction making it more difficult to maintain business and operational relationships; the outcome of any legal proceedings related to the transaction or otherwise; the negative effects of the announcement or the consummation of the proposed transaction on the market price of our Common Stock or on our operating results; significant transaction costs; unknown liabilities; attracting new customers and maintaining and expanding our existing customer base, our ability to scale and update our platform to respond to customers' needs and rapid technological change, increased competition on our market and our ability to compete effectively, and expansion of our operations and increased adoption of our platform internationally. Additional risks and uncertainties that could affect our financial results are included in the section titled "*Risk Factors*" and "*Management's Discussion and Analysis of Financial Condition and Results of Operations*" in our prospectus dated February 25, 2019, our quarterly report on Form 10-Q for the quarter ended March 31, 2019 and other filings that we make from time to time with the Securities and Exchange Commission which are available on the SEC's website at [www.sec.gov](http://www.sec.gov). In addition, any forward-looking statements contained in this communication are based on assumptions that we believe to be reasonable as of this date. Except as required by law, we assume no obligation to update these forward-looking statements, or to update the reasons if actual results differ materially from those anticipated in the forward-looking statements.

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