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For Super League, the Holidays are the Most Engaging Time of the Year!

In-game events and programming continue to drive large-scale success, growth, and engagement with young gamers in Super League’s Minehut, highlighted by the debut of Winter Wonderland

SANTA MONICA, Calif., Dec. 18, 2020 (GLOBE NEWSWIRE) -- [Super League Gaming \(Nasdaq: SLGG\)](#), a global leader in competitive video gaming and esports entertainment for everyday players, announced today continued, large-scale growth and engagement with young gamers through in-game events, bolstered by the launch of Minehut’s **Winter Wonderland**, just in time for the holidays.

During the first three weeks of December, Super League’s Minecraft community Minehut achieved record peaks in activity, specifically seeing 130,000 daily active players and 20,000 concurrent players. These numbers further cement Minehut’s position as the second largest Minecraft java network globally, according to [Minecraftservers.org](#). These holiday season activity levels represent a 40% and 25% increase respectively over Summer highs, as well as the peaks achieved at the beginning of the pandemic and nationwide stay-at-home orders.

With in-game events becoming a pop culture trend across top game titles, Super League continues to focus on delighting its loyal audience through imaginative creations that celebrate key cultural moments enjoyed by young gamers. Minehut’s **Halloween Spooktacular** was attended 2.4 million times from October 19th to October 31st. The company is anticipating even higher engagement for **Winter Wonderland**, a snow-covered landscape featuring fun-to-explore holiday-themed structures and a Play Your Way Parkour course, supported by Logitech G.

“COVID-19 has accelerated mainstream awareness of something the gaming industry has known for many years – that video games and gaming content are the dominant form of entertainment for people under the age of 24,” said Matt Edelman, Chief Commercial Officer of Super League Gaming. “We are proud to be able to give our fast-growing insatiable audience of young gamers opportunities to play, connect, and find more moments of joy during this holiday season.”

Super League is seeing exciting registered user and video viewership growth as well, with registered users up 17%, and views across its content channels targeting young gamers on Tik Tok, Instagram, Snapchat, and YouTube up 81%, since October.

About Super League Gaming

Super League Gaming (Nasdaq: SLGG) is a leading gaming community and content

platform that gives everyday gamers multiple ways to connect and engage with others while enjoying the video games they love. Powered by patented, proprietary technology systems, Super League offers players the ability to create gameplay-driven experiences they can share with friends, the opportunity to watch live streaming broadcasts and gameplay highlights across digital and social channels, and the chance to compete in events and challenges designed to celebrate victories and achievements across multiple skill levels. With gameplay and content offerings featuring more than a dozen of the top video game titles in the world, Super League is building a broadly inclusive, global brand at the intersection of gaming, experiences and entertainment. Whether to access its expanding direct audience or the company's unique content production and virtual event capabilities, third parties ranging from consumer brands, video game publishers, television companies, traditional sports organizations, concert promoters, and more, are turning to Super League to provide integrated solutions that drive business growth. For more: superleague.com

Media Contact:

Gillian Sheldon
Super League Gaming
gillian.sheldon@superleague.com

Investor Relations:

Sean McGowan and Cody Slach
Gateway Investor Relations
SLG@gatewayir.com

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 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 our possible or assumed business strategies, potential growth opportunities, new products and potential market opportunities. Risks and uncertainties include, among other things, our ability to implement our plans, forecasts and other expectations with respect our business; our ability to realize the anticipated benefits of events that took place during and subsequent to the quarter ended March 31, 2020, including the possibility that the expected benefits will not be realized or will not be realized within the expected time period; unknown liabilities that may or may not be within our control; 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 Annual Report on Form 10-K for the year ended December 31, 2019 and other filings that we make from time to time with the Securities and Exchange Commission which, once filed, are available on the SEC’s website at 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.



Source: Super League Gaming