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Allied Esports Truck Featuring eNASCAR Arcade Set to Appear at College Football Playoff Semifinal at the 86th Goodyear Cotton Bowl Classic

Activation with Goodyear to Feature iRacing Simulators at AT&T Stadium Before Kickoff Between No. 1 Alabama and No. 4 Cincinnati on December 31

LAS VEGAS--(BUSINESS WIRE)-- [Allied Esports](#), a global esports entertainment company and a subsidiary of Allied Esports Entertainment, Inc. (NASDAQ: AESE), today announced that the Allied Esports Truck, North America's first and only 18-wheel mobile gaming truck, is set to appear at the College Football Playoff Semifinal at the 86th Goodyear Cotton Bowl Classic featuring No. 1 Alabama and No. 4 Cincinnati on December 31 at AT&T Stadium in Arlington, TX.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211220005193/en/>



Allied Esports Truck Featuring eNASCAR Arcade Activation with Goodyear
(Photo: Business Wire)

The special eNASCAR Arcade activation with Goodyear will provide attendees with a unique racing experience as fans get the chance to race each other at some of NASCAR's most iconic tracks via iRacing simulators on the truck's main stage.

"NASCAR has been an incredible partner this year as we've delivered a one-of-a-kind racing and gaming experience to fans around the country," said Jud Hannigan, CEO of Allied Esports. "We're thrilled to cap off 2021 with that same excitement for fans at the Cotton Bowl on New Year's Eve."

The event, which will be located at AT&T East Plaza off AT&T Way, is free and open to all Cotton Bowl ticketholders between 11:30 a.m. and 2:30 p.m. CST. The competition will be emceed by Noor Jehangir ([@iamNoorJ](#)), host of Allied Esports' weekly *Saturday Night Speedway* at HyperX Arena Las Vegas and Twitch's *CelebriTee Showdown*.

“Sports and gaming bring people together like few things can,” said Nick Rend, Managing Director of Gaming and eSports, NASCAR. “Whether its NASCAR fans, sports fans, or gamers, the eNASCAR experience offers a unique way for people to interact with the sport. This opportunity to engage with those attending the 2021 Cotton Bowl provides us with another avenue to introduce NASCAR to new fans and give them a taste of the racing experience.”

“Goodyear has long been committed to enhancing the gameday experience,” said Katie Koch, Goodyear Assistant Brand Marketing Manager. “This unique activation is yet another way we can delight fans at the game.”

The 80-foot, 35-ton Allied Esports Truck, which includes a main stage, caster booth, roof deck and full production capabilities, returned to the road in 2021 following an eight-month hiatus due to the COVID-19 pandemic.

Events this year included seven stops at NASCAR Cup Series races with the eNASCAR Arcade, including the DAYTONA 500 and the NASCAR Cup Series Championship at Phoenix Raceway; “SNS on the Road” at First Colony Mall in Sugar Land, TX; and the three-day hard rock music festival Rocklahoma.

Prior to the pandemic-related postponement or cancellation of live events in 2020 and 2021, the Allied Esports Truck was a regular attraction at some of the biggest gaming, sports, entertainment and consumer shows in North America, including Super Bowl LIII, DreamHack, CES, WonderCon, KAABOO, E3, VidCon and Posty Fest.

About Allied Esports

Named one of the World’s Most Innovative Companies by Fast Company, Allied Esports International, Inc. is at the forefront of esports entertainment with global properties, live events and production services that elevate creators, competition and content.

Allied Esports owns and operates HyperX Arena Las Vegas, the world’s most recognized esports facility and the company’s global flagship venue, as well as the Allied Esports Trucks, the first 18-wheel mobile gaming arenas. Members of the Allied Esports Property Network, the world’s first esports venue affiliate program, span North America, Europe, China and Australia, including the internationally celebrated Fortress Melbourne.

Allied Esports produces competitive community and professional esports and gaming events, including popular proprietary tournament brands *Fragz*, *Knockdown*, *Saturday Night Speedway* and the Legend Series; original co-branded programs like the Simon Cup; and custom tournaments such as Trovo Titans.

AE Studios, Allied Esports’ original content development and production services division, is a leader in storytelling beyond competition through live streamed productions across a variety of industries. With studios in Las Vegas and Hamburg, Germany, AE Studios has created and executed original and white label productions for top brands in sports, entertainment, tech, pop culture and gaming.

For more information about Allied Esports, visit AlliedEsports.gg and follow [@AlliedEsports](https://twitter.com/AlliedEsports). Allied Esports International, Inc. is a subsidiary of Allied Esports Entertainment, Inc.

About Allied Esports Entertainment

Allied Esports Entertainment (NASDAQ: AESE) is a global esports entertainment venture dedicated to providing transformative live experiences, multiplatform content and interactive services to audiences worldwide. For more information, visit alliedesports.gg.

Forward Looking Statements

This press release includes “forward looking statements” within the meaning of the “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. When used in this press release, the words “estimates,” “projected,” “expects,” “anticipates,” “forecasts,” “plans,” “intends,” “believes,” “seeks,” “may,” “will,” “should,” “future,” “propose” and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside the control of us, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. Important factors, among others, that may affect actual results or outcomes include: our ability to execute on our business plan; our ability to retain key personnel; general economic and market conditions impacting demand for our products and services; adequacy of our funds for future operations; our future expenses, revenue and profitability; our ability to develop new products; our dependence on key suppliers, manufacturers and strategic partners; and industry trends and the competitive environment in which we operate. These and other risk factors are discussed in our reports filed with the Securities and Exchange Commission. We do not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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