

April 10, 2020



# LAFC Teams Up With Allied Esports To Produce LAFC Gaming Charity Challenge Series

***Club to Take on Vancouver Whitecaps on Friday, April 10 at 7 p.m. on [Twitch.tv/LAFC](https://www.twitch.tv/LAFC) as Part of 10-Game Series to Support the Fight Against COVID-19***

LOS ANGELES & IRVINE, Calif.--(BUSINESS WIRE)-- The Los Angeles Football Club (LAFC) and Allied Esports, a leading esports entertainment and production company, announced today an agreement to produce the LAFC Gaming Charity Challenge Series – a 10-game FIFA20 series streamed live on [twitch.tv/lafc](https://www.twitch.tv/lafc) to support Los Angeles-based charities in their fight against COVID-19.

Launched on March 29, the LAFC Gaming Charity Challenge Series has raised over \$6,500 through fan donations during two broadcasts. Fans are encouraged to continue to tune in and donate to help support the LAFC Foundation and its work with numerous charities fighting COVID-19. For more information on how to donate during the coronavirus outbreak, please visit [LAFC.com/Foundation](https://www.lafc.com/foundation).

“During this challenging period, our agreement with Allied Esports allows us to continue to be a force for good in Los Angeles by raising money for charities fighting COVID-19,” LAFC EVP and CBO Larry Freedman said. “At the same time, we are also providing high-quality content and a direct connection to our supporters and fans when we cannot be together physically.”

The innovative LAFC Gaming Charity Challenge Series production features LAFC Lead Broadcaster Max Bretos hosting the live action, with special guest interviews and analysis from LAFC players and other media personalities as fans interact in a chat room while donating.

“Producing LAFC’s online FIFA broadcasts allows us to support the team and the important push to raise money for the people on the front line of this pandemic,” said Jud Hannigan, CEO of Allied Esports. “Our transition to online production and events has opened the doors to a number of new relationships, and we’re thrilled to serve LAFC’s loyal fanbase during a time when positive spirit and community is crucial for us all.”

“Working with Allied Esports has taken the production of the LAFC Gaming Charity Challenge Series to another level,” said Alex Sale, LAFC Senior Manager of Business Development & Special Projects. “We look forward to more innovative developments as LAFC continues to expand into the world of esports.”

LAFC and Allied Esports have seen over 650,000 total live views in the first two matches, with a high of 18,143 concurrent viewers on April 5 as LAFC’s RemiMartinn defeated FC

Dallas's i9ibbs, and a peak viewership of 16,675 viewers on March 29 when RemiMartinn defeated the LA Galaxy's GGGodfather.

The Black & Gold's RemiMartinn will look to go for his third straight win against the Vancouver Whitecaps FC's Alex "Exraa" Gonzalez in a home-and-away series on Friday, April 10, with the live stream scheduled for 7 p.m. PT.

### **About Los Angeles Football Club (LAFC)**

Now in its third season, the Los Angeles Football Club (LAFC) is the newest MLS club serving the greater Los Angeles area. Coming off a record-breaking 2019 where the Club won the MLS Supporters Shield and established MLS records for most points, LAFC is dedicated to building a world-class soccer club that represents the diversity of Los Angeles and is committed to delivering an unrivaled experience for fans. LAFC's ownership group is comprised of local leaders and innovators of industry with intellectual capital, financial prowess, operations expertise and success in the fields of entertainment, sports, technology and media. LAFC is invested in the world's game and Los Angeles, constructing and developing the 22,000 seat Banc of California Stadium and a top-flight training center on the campus of Cal State Los Angeles.

### **About Allied Esports**

Named one of the World's Most Innovative Companies by Fast Company, Allied Esports is at the forefront of esports entertainment with a global network of properties designed to serve as competition battlegrounds, community experience hubs and content production centers.

Through direct operation or membership in the Allied Esports Property Network, the world's first esports affiliate program, Allied Esports' facilities span North America, Europe, China and Australia, and include the world-renowned HyperX Esports Arena Las Vegas, a fleet of mobile arenas, the HyperX Esports Trucks, and the HyperX Esports Studio in Hamburg, Germany.

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

### **About Allied Esports Entertainment**

Allied Esports Entertainment, Inc. (NASDAQ: AESE) is a global leader in esports entertainment, providing innovative infrastructure, transformative live experiences, multiplatform content and interactive services to audiences worldwide through its strategic fusion of two powerful brands: Allied Esports and the World Poker Tour (WPT). For more information, visit [AlliedEsportsEnt.com](https://AlliedEsportsEnt.com).

### **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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