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Allied Esports and NASCAR Bring Back Gaming Truck Tour with 17 Events in 2022

eNASCAR Arcade on the Allied Esports Truck Set to Kick Off at Cup Series Race Weekends Starting February 19-20 at the DAYTONA 500

LAS VEGAS--(BUSINESS WIRE)-- [Allied Esports](https://www.businesswire.com/news/home/20220217005327/en/), a global esports entertainment company and a subsidiary of Allied Esports Entertainment, Inc. (NASDAQ: AESE), and the National Association for Stock Car Auto Racing, LLC (NASCAR®) today announced the renewal of their partnership to bring the eNASCAR Arcade on the Allied Esports Truck to 17 race weekends across the 2022 NASCAR Cup Series schedule starting at the DAYTONA 500® on February 19-20.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20220217005327/en/>



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

Following seven successful events during the second half of the 2021 Cup Series schedule, eNASCAR Arcade activations will again provide attendees with a unique racing experience as fans get the chance to race at some of NASCAR's most iconic tracks via iRacing simulators on

the truck's main stage. Select eNASCAR Arcade stops will also include driver appearances, live radio and TV hits featuring NASCAR talent, prizes and giveaways.

"Last year's eNASCAR Arcade events were wildly popular, adding a new, exciting fan experience to what are already action-packed race weekends," said Jud Hannigan, CEO of Allied Esports. "The Allied Esports Truck continues to be a fan-favorite when it rolls into town, and we're thrilled to partner with NASCAR to provide even more race fans around the country the opportunity to take center stage and show off their driving skills."

"Gaming is an important part of who we are at NASCAR," said Nick Rend, Managing Director of Gaming and Esports. "The eNASCAR Arcade gives race fans a new way to interact with the sport and builds on the excitement that each race weekend brings to tracks across the country."

The eNASCAR Arcade will make appearances at the following 2022 NASCAR Cup Series racetracks:

Feb. 19-20 – Daytona International Speedway in Daytona Beach, Florida

Feb. 26-27 – Auto Club Speedway in Fontana, California

Mar. 12-13 – Phoenix Raceway in Avondale, Arizona

Mar. 26-27 – Circuit of the Americas in Austin, Texas

Apr. 8-9 – Martinsville Speedway in Martinsville, Virginia

Apr. 23-24 – Talladega Superspeedway in Talladega, Alabama

May 7-8 – Darlington Raceway in Darlington, South Carolina

May 14-15 – Kansas Speedway in Kansas City, Kansas

Aug. 6-7 – Michigan International Speedway in Brooklyn, Michigan

Aug. 13-14 – Richmond Raceway in Richmond, Virginia

Aug. 20-21 – Watkins Glen International in Watkins Glen, New York

Aug. 26-27 – Daytona International Speedway in Daytona Beach, Florida

Sep. 3-4 – Darlington Raceway in Darlington, South Carolina

Oct. 1-2 – Talladega Superspeedway in Talladega, Alabama

Oct. 22-23 – Homestead-Miami Speedway in Homestead, Florida

Oct. 29-30 – Martinsville Speedway in Martinsville, Virginia

Nov. 5-6 – NASCAR Phoenix Raceway in Phoenix, Arizona

The Allied Esports Truck, North America's first and only 18-wheel gaming truck, made its sporting event debut at the 2018 DAYTONA 500. Since then, the popular mobile arena has been a regular attraction at some of the biggest gaming, sports, entertainment and consumer events, including Super Bowl LIII, CES, DreamHack, WonderCon, KAABOO, E3, VidCon, Posty Fest and the Goodyear Cotton Bowl Classic.

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.

About NASCAR

The National Association for Stock Car Auto Racing (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States and owner of 16 of the nation's major motorsports entertainment facilities. NASCAR consists of three national series (NASCAR Cup Series™, NASCAR Xfinity Series™, and NASCAR Camping World Truck Series™), four regional series (ARCA Menards Series, ARCA Menards Series East & West and the NASCAR Whelen Modified Tour), one local grassroots series (NASCAR Advance Auto Parts Weekly Series) and three international series (NASCAR Pinty's Series, NASCAR Peak Mexico Series, NASCAR Whelen Euro Series). The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. NASCAR also owns Motor Racing Network, Racing Electronics and ONE DAYTONA. Based in Daytona Beach, Florida, with offices in eight cities across North America, NASCAR sanctions more than 1,200 races in more than 30 U.S. states, Canada, Mexico and Europe. For more information visit NASCAR.com and IMSA.com, and follow NASCAR on Facebook, Twitter, Instagram, and Snapchat ('NASCAR').

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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