

May 11, 2020



# Allied Esports to Produce NFL Alumni and ESTV Esports Celebrity Challenge to Raise Money for COVID-19 Relief

*Online Call of Duty: Warzone Tournament to Feature Current and Retired Sports Stars*

*Monday, May 11 @ 4 p.m. EDT on ESTV Digital and TV Platforms*

IRVINE, Calif.--(BUSINESS WIRE)-- [Allied Esports](#) will produce the [NFL Alumni](#) (NFLA) and [ESTV](#)'s Esports Celebrity Challenge, presented by [JBL](#), which will debut on **Monday, May 11 at 4 p.m. EDT**. The online Call of Duty: Warzone tournament, featuring current and retired sports stars, including **Ahman Green** (former NFL running back), **Paul George** (Los Angeles Clippers), **Brett Phillips** (Kansas City Royals) and **Aerial Powers** (Washington Mystics), will benefit those impacted by COVID-19. Donations made during the broadcast will help provide computers and technology for underserved children for distance learning through the [NFL Alumni COVID-19 Relief Fund](#).

"We are privileged to continue to use our esports production capabilities to help raise money for the communities most affected by this pandemic," said Jud Hannigan, CEO of Allied Esports. "Watching professional athletes play video games has become an incredible form of entertainment, especially over the past few months, and we're excited to deliver NFLA and ESTV's vision for this important event."

"NFLA is excited to expand our commitment to esports as a bridge to serving our community. For the first time, we are proud to organize the Celebrity Challenge to raise money for COVID-19 relief efforts. We especially thank the partners, sponsors, and players that made this possible," said Brent Reece, NFLA Marketing Director.

As the exclusive esports media broadcaster of the NFLA, ESTV will broadcast the tournament across its digital platforms, including Twitch ([twitch.tv/estv\\_esportstv](https://www.twitch.tv/estv_esportstv)), Mixer ([mixer.com/ESTV\\_EsportsTV](https://www.mixer.com/ESTV_EsportsTV)), Facebook ([facebook.com/estv.co/](https://www.facebook.com/estv.co/)) and [YouTube](#), and its 24/7 TV channel. ESTV is available on the Roku® Channel, Amazon Fire TV, Samsung TV Plus, Dish® Sling TV, TikiLIVE, Simul-TV, and VIZIO WatchFree platforms and streams live linear feed and AVOD service.

"ESTV is thrilled to be an exclusive broadcast partner of NFLA's Esports Celebrity Challenge to serve the community," said Eric Yoon, founder, and CEO of ESTV.

The online tournament will feature 32 players in teams of four with one captain representing each team. Interviews with captains and other players will take place between tournament rounds.

**[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 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](http://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, 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](http://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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