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Allied Esports Launches 24-Hour Cross-Channel Content Strategy on Twitch

Programming Topped 2 Million Live Views Since Pilot Rollout in November

Around-the-Clock Schedule Features Hundreds of Hours of Original Content and Tournaments from HyperX Esports Arena Las Vegas and European Studio Productions

LAS VEGAS--(BUSINESS WIRE)-- Allied Esports, a global esports entertainment company ("Allied Esports" or the "Company") and a subsidiary of Allied Esports Entertainment, Inc. (NASDAQ: AESE), has announced the launch of a 24-hour cross-channel content strategy on Twitch. Hundreds of hours of Allied Esports' tournament productions and exclusive original content will be programmed around the clock across the Company's Twitch channels, including the newly branded "[Allied24Seven](#)" channel, formerly known as "HyperXESALV."

The new 24-hour programming schedule, which has generated more than 2 million Live Views on Allied Esports' Twitch channels since a pilot rollout was started in November, will include a wide selection of recent and classic Allied Esports event broadcasts from North America and Europe, including:

- **Original Productions:** High-profile events, including *Ninja Vegas '18* and *PlayTime™ with KittyPlays*, featuring gaming superstars such as Ninja, KittyPlays, Myth and Pokimane, plus Cleveland Browns quarterback Baker Mayfield and New York Mets pitcher Trevor May.
- **Professional Events:** Top-tier tournaments, including the Allied Esports Odyssey VALORANT Ignition Series tournament featuring G2 Esports, Team Liquid, FunPlus Phoenix, Ninjas in Pyjamas, Vodafone Giants and BBL Esports; the VIE.gg CS:GO Legend Series, as well as additional Legend Series events, including VALORANT, Call of Duty and CS:GO; and the Allied Esports Vegas Minor featuring Rainbow Six Siege.
- **Community Competitions:** Weekly LAN and online events, including Friday Frags featuring Fortnite, Saturday Night Speedway featuring Mario Kart 8, the Strafe Series featuring VALORANT and the Combustion Series featuring Rocket League, showcasing rising stars from Allied Esports' gaming communities.

"With viewership across streaming platforms continuing to increase, we have the ability to tap into our extensive library and deliver a variety of exciting programming to both the stalwart and new, pandemic-era audiences clamoring for gaming content," said Frank Ng, CEO of Allied Esports Entertainment. "From professional teams in top-tier tournaments to original events and weekly community competitions, fans now have the opportunity to experience the full array of our unique brand of esports entertainment."

Allied Esports' main Twitch channel, [Twitch.tv/AlliedEsports](https://www.twitch.tv/AlliedEsports), will continue as the home of the Company's live event streams, including weekly online and offline tournaments produced at HyperX Esports Arena Las Vegas, as well as top-tier events produced from the HyperX Esports Studio in Hamburg, Germany.

As part of the new content strategy, Allied Esports has also transitioned its live broadcast of its popular Saturday Night Speedway featuring Mario Kart 8 tournament to YouTube to capitalize on the platform's increased live esports viewership, which reached 1.6 billion cumulative hours watched in the third quarter of 2020, a jump of 131% year-over-year. Reairs of Saturday Night Speedway will be programmed into Allied Esports' 24-hour schedule on Twitch.

For additional information, follow [@AlliedEsports](https://twitter.com/AlliedEsports) and follow or subscribe to [Twitch.tv/AlliedEsports](https://www.twitch.tv/AlliedEsports) and [Twitch.tv/Allied24Seven](https://www.twitch.tv/Allied24Seven).

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.

Allied Esports' properties serve as the home to a number of online and offline proprietary productions and events, including Friday Frags and Saturday Night Speedway, as well as original partner programs like the Simon Cup.

For more information about Allied Esports, visit [AlliedEsports.gg](https://www.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](https://www.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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