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Super League Forges Landmark Partnerships Enabling Advertisers Around the World to Reach Consumers in Metaverse Gaming Platforms

Strategic alliances with leading international sales partners provide Super League with reach to brands on a global scale through inventory advertisers crave

SANTA MONICA, Calif., Feb. 25, 2022 (GLOBE NEWSWIRE) -- [Super League Gaming](#) (Nasdaq: SLGG), a leading network of metaverse games, monetization tools, and content channels, announced today multiple strategic partnerships with some of the world's largest and most effective advertising partners and platforms. With these forged relationships, advertisers around the world can now take full advantage of the company's industry-leading expertise and massive available advertising inventory in metaverse gaming. These partnerships are set up to supercharge revenue generation for Super League's highly coveted and valuable advertising inventory, which now includes reach to more than 75 million monthly players in open gaming platforms such as Roblox and Minecraft.

Through this global network of partners, brands all over the world can now access and benefit from Super League's significant scale and premium quality inventory through innovative ad formats supported by sophisticated levels of measurement and deep analytics.

Super League's official partners now include:

- [Venatus](#)
 - Europe, UK, Australia/New Zealand
- Apex Mobile
 - Canada
- DAC
 - Japan

Additional partnerships will be announced in the coming weeks that will open up key APAC territories including India, Philippines, Indonesia, Thailand, Malaysia, South Korea, and Vietnam, as well as LATAM and Russia.

"Brands globally now have immediate access via our partners to all of Super League's kidSAFE metaverse inventory at their fingertips," said Mike Wann, Chief Strategy Officer of Super League. "In each of these regions and more, advertisers can connect with a highly desired audience of millions of passionate gamers. Whether through dynamic in-game ad

units, custom metaverse integrations, immersive branded experiences, or live and social gameplay content from audience-favorite creators, we're committed to providing end-to-end metaverse marketing solutions on a global scale."

Super League enables advertisers to reach critically important consumers within more than 150 curated, brand-safe games in Roblox, as well as through the largest free Minecraft server host community in the world boasting more than 5 million registered users, and across dozens of YouTube channels with more than 65mm subscribers who are passionate about gaming entertainment. With the strategic alliances announced today, the company is now capturing high-impact opportunities for revenue growth and expanding the roster of premium Super League brand partners throughout the world market.

"The rapid adoption and repeat purchase in the EU of advertisers in this space has been incredible," says Rob Gay, CEO of Venatus. "We have seen over 30 brands in major verticals such as entertainment, fashion, toys, financial, beauty and lifestyle, dive headfirst into the metaverse, which really speaks to the strength of our partnership with Super League and their variety of offerings."

About Super League Gaming

Super League Gaming (Nasdaq: SLGG) builds and operates networks of games, monetization tools and content channels across open-world gaming platforms that empower developers, energize players, and entertain fans. The company's solutions provide incomparable access to an audience consisting of players in the largest global metaverse environments, fans of hundreds of thousands of gaming influencers, and viewers of gameplay content across major social media and digital video platforms. Fueled by proprietary and patented technology systems, the company's platform includes access to vibrant in-game communities, a leading metaverse advertising platform, a network of highly viewed channels and original shows on Instagram, TikTok, Snap, YouTube, and Twitch, cloud-based livestream production tools, and an award-winning esports invitational tournament series. Super League's properties deliver powerful opportunities for brands and advertisers to achieve impactful insights and marketing outcomes with gamers of all ages. For more, go to superleague.com.

About Venatus

Venatus is an award-winning, global ad-tech platform that connects advertisers to the exclusive audiences of 250+, world renowned gaming and entertainment publishers and partners. Leveraging proprietary technologies, Venatus connects brands to gaming publisher audiences, across all major platforms and devices. From in-game, console advertising solutions to mobile app advertising and beyond, Venatus' in-house media and creative teams ensure high performing campaigns for advertising partners and improved revenues for publishers. For more information - venatus.com.

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Forward-Looking Statements

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995. Statements in this press release that are not strictly historical are “forward-looking” statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements involve substantial risks, uncertainties and assumptions that could cause actual results to differ materially from those expressed or implied by such statements. Forward-looking statements in this communication include, among other things, statements about our possible or assumed business strategies, potential growth opportunities, new products and potential market opportunities. Risks and uncertainties include, among other things, our ability to implement our plans, forecasts and other expectations with respect our business; our ability to realize the anticipated benefits of events that took place during and subsequent to the quarter ended September 30, 2021, including the possibility that the expected benefits will not be realized or will not be realized within the expected time period; unknown liabilities that may or may not be within our control; attracting new customers and maintaining and expanding our existing customer base; our ability to scale and update our platform to respond to customers’ needs and rapid technological change; increased competition on our market and our ability to compete effectively, and expansion of our operations and increased adoption of our platform internationally. Additional risks and uncertainties that could affect our financial results are included in the section titled “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” in our Annual Report on Form 10-K for the year ended December 31, 2020 and other filings that we make from time to time with the Securities and Exchange Commission which, once filed, are available on the SEC’s website at www.sec.gov. In addition, any forward-looking statements contained in this communication are based on assumptions that we believe to be reasonable as of this date. Except as required by law, we assume no obligation to update these forward-looking statements, or to update the reasons if actual results differ materially from those anticipated in the forward-looking statements.



Source: Super League Gaming