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Allied Esports Selects Leading Design Firm HOK for New Mall Locations

First Venue to Debut at Mall of Georgia in 2020

IRVINE, Calif.--(BUSINESS WIRE)-- [Allied Esports](#), a global esports entertainment company, today announced that it has selected world-renowned architecture, engineering, design and planning firm HOK as its partner in creating its new retail esports venues. The two companies will begin working on the new venture immediately, with plans to open the first location at [Simon's Mall of Georgia](#) in Buford, Ga., in the second half of 2020.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20200128005255/en/>



Allied Esports and HOK will partner to design on-mall esports venues.
(Graphic: Business Wire)

Acclaimed worldwide for designing sports and entertainment projects, including the recently completed Mercedes-Benz Stadium and renovation of State Farm Arena, both in Atlanta, Ga., HOK has also established itself as a leader in the esports space. The company has worked with clients that include private developers, professional teams

and cities on initiatives ranging from conceptual, ground-up esports venues to master plans and studies.

“With our first-of-its-kind on-mall esports venue initiative, we had the opportunity to meet with the best in the design business, and we were impressed from the start by HOK’s experience, resources and overall enthusiasm for this project,” said Jud Hannigan, CEO of Allied Esports. “We are thrilled to be able to unveil this design to gamers in the Southeast as we continue to develop infrastructure and experiences for our growing network.”

“We’re excited for the opportunity to bring Allied Esports’ vision for this unprecedented concept to life,” said Rashed Singaby, Senior Designer at HOK. “Allied Esports has been at the forefront of innovation in the industry, and this partnership will help define the future of

the esports experience for competitors and spectators.”

HOK draws on both its deep experience with sports, entertainment and hospitality projects and its recent experience in the esports market to create impactful, forward-looking spaces that respond to the unique needs of today’s spectators, competitors and business and media partners.

HOK’s extensive esports thought leadership includes a white paper exploring concepts for the esports venue of the future; exploratory design work looking at opportunities around new buildings and retrofits; established relationships with esports organizations and industry leaders; and speaking engagements at multiple industry conferences.

Allied Esports previously announced a strategic alliance with Simon to build dedicated esports venues at Simon properties around the country. Allied Esports’ new on-mall locations will offer visitors a variety of esports and gaming experiences, including nightly tournaments for all levels, PCs and consoles for walk-up play and daily use, broadcast and streaming production capabilities, full food and beverage options, and experiential retail. Branding and design elements, including initial renderings for the Mall of Georgia space, will also be revealed later this year.

About HOK

With offices around the globe, HOK designs buildings and spaces that respond to the needs of people and the environment. HOK designers are rooted in technical excellence, driven by imagination and focused on a solitary goal: to deliver solutions that inspire clients and communities.

HOK’s Sports + Recreation + Entertainment practice has expertise in the design of arenas, stadiums, ballparks, training facilities, recreation centers and esports facilities. The group plans and designs world-class complexes that are centerpieces of successful, vibrant entertainment districts, communities and campuses. Current and recent projects include Mercedes-Benz Stadium and the State Farm Arena renovation in Atlanta, Ga.; Etihad Arena in Abu Dhabi; new MLS stadiums for St. Louis, Mo. and Miami, Fla.; Rogers Place and the Ice District in Edmonton, Alberta; Little Caesars Arena in Detroit, Mich.; and the renovation of Hard Rock Stadium in Miami, Fla..

About Mall of Georgia

Mall of Georgia, the largest shopping destination in the Southeast, features more than 200 shops, including department stores Macy’s, Dillard’s, Von Maur, Belk, JCPenney and Dick’s Sporting Goods; iconic brands Apple, Michael Kors and Coach; and specialty stores Sephora, Altar’d State, Pandora, American Eagle, H&M and Palmetto Moon. The center is home to signature brand restaurants, including The Cheesecake Factory, Marlow’s Tavern, Tin Lizzy’s Cantina, P.F. Chang’s China Bistro, Seasons 52 and a 750-seat Dining Pavilion offering more than a dozen delicious options. Shoppers can also enjoy the Regal Cinema 20 & IMAX, a 20-screen, 3-D IMAX theatre. The Village is an outdoor venue that offers family-friendly amenities and hosts a variety of live entertainment year-round, including Movies Under the Stars and Star Spangled Fourth. For a mall map, store listings, directions, events and job listings, please visit mallofgeorgia.com. Connect with Mall of Georgia on [Facebook](#), [Twitter](#) and [Instagram](#).

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 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.

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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