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# John Boyden to Lead Super League Consumer Subscription Service

**Leading digital executive brings two decades of high-level expertise as a product executive and innovator, having launched some of the most popular groundbreaking products and digital brands of all time**

SANTA MONICA, Calif., Feb. 18, 2020 (GLOBE NEWSWIRE) -- [Super League Gaming](#) (Nasdaq: SLGG), the global leader in competitive amateur gaming, today announces the appointment of John Boyden as senior vice president and general manager of the company's premium subscription service *Super League Prime*.

Mr. Boyden joins the company with the primary focus of overseeing *Super League Prime* and the company's offerings and programs within gaming centers. With a base of more than one million registered users, Super League has created trusted relationships across a wide spectrum of everyday competitive gamers, and this key executive will work to further the company's focus on delivering a best-in-class subscription experience to its expanding audience.

Before joining Super League, Boyden was pivotal in the launch and growth of multiple successful consumer digital services and subscription products for globally-recognized brands. In addition to roles at Smartlabs/Insteon and Defy Media, he served as vice president of digital marketing and retention for Guthy-Renker, one of the all-time leading subscription-commerce companies known for such brands as Proactiv and WEN Haircare. He led all consumer-facing digital-retention initiatives for the company's top four product lines, which generated nearly \$2 billion in annual sales and 15 million packages sent to customers each year. Boyden's experience also includes having been responsible for carmaker Tesla's early digital marketing initiatives, designing the original interface for streaming music service Pandora, and being a co-creator of the wildly popular trivia game series "You Don't Know Jack."

"Adding such a talented executive like John Boyden to our team is a huge win for Super League and our burgeoning subscription business," said Ann Hand, chairman and CEO of Super League Gaming. "His background and solid experience will help us put *Super League Prime* in front of a massive, global audience of gamers at gaming centers worldwide. *Prime* membership offers players rewards and perks they won't find anywhere else, creating deeper opportunities for Super League to support social and competitive gameplay while also facilitating meaningful interactions with gamers for our brand partners. John's leadership will propel this mission faster and further. We are so excited for the future with him on board."

Boyden will be responsible for overseeing all aspects of the *Prime* program, ensuring its

contribution to the growth of Super League as a whole. Within his area of focus will be articulating the specific value proposition for both players and partner gaming centers, managing subscriber acquisition and retention, defining product features and priorities, designing user experience and player engagement systems, and overseeing *Prime* brand positioning.

Powered by proprietary software, membership with Super League connects gamers to the world's premier amateur gaming community, giving them the opportunity to track and share their achievements, have access to always-on gameplay, participate in competitive and social gaming events, and earn rewards. For those who crave more, *Super League Prime* is a \$7.99/month subscription service that benefits the most passionate players by offering exclusive rewards and prizes, exciting *Prime*-only events and tournaments, and valuable perks, all designed to make gaming together and with Super League the best possible experience.

"It's really inspiring to be part of this mission, empowering gamers to make deeper, richer connections within their community," says Mr. Boyden. "Just one week in, it's obvious that the team here is extraordinary and the opportunity is huge."

Super League also announced that the independent compensation committee of its board of directors approved an equity award to Boyden as an inducement to enter into employment, in accordance with NASDAQ Listing Rule 5635(c)(4). The inducement awards consist of an option to purchase 60,000 shares of Super League common stock (the "Inducement Awards") at an exercise price equal to the closing price of the Company's common stock on the date of issuance, as reported on the Nasdaq Capital Market. Subject to Boyden's continued employment with Super League, the Inducement Awards will vest over a three-year period at the rate of 1/36 per month in arrears.

### **About Super League Gaming**

Super League Gaming, Inc. (Nasdaq: SLGG) is a leading esports community and content platform for competitive, everyday gamers, fans and friends of all ages and skill levels. With a focus on positive and inclusive gameplay, Super League enables players to experience their sport like the pros while also developing sportsmanship, communication and team-building skills. Powered by a proprietary technology platform, Super League operates physical and digital experiences in partnership with publishers of top-tier games. Local movie theatres, PC cafes, restaurant and entertainment venues are transformed into esports arenas where gamers compete, socialize, spectate and celebrate the amateur esports lifestyle. Super League's platform offers unique amateur esports experiences that not only ratchet up the competition for avid gamers, but also attract audiences with elite amateur broadcasts that transform physical venues as well as fuel SuperLeagueTV's Twitch and YouTube channels.

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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 the potential benefits of the proposed transaction, our possible or assumed business strategies, potential growth opportunities, new products and potential market opportunities. Risks and uncertainties include, among other things; the negative effects of the announcement on the market price of our common stock or on our operating results; unknown liabilities; 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 prospectus dated February 25, 2019, our quarterly report on Form 10-Q for the quarter ended March 31, 2019 and other filings that we make from time to time with the Securities and Exchange Commission which are available on the SEC’s website at [www.sec.gov](http://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