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# **LiveOne and Super League Partner on Multi-Year, Multi-Event Deal to Develop and Offer Exclusive Live Music, Festivals, Lifestyle, and Pay-Per-View Pop Culture Events in the Metaverse**

**The LiveOne Virtual World Will Gamify Experiences for Global Members to Win Unique Opportunities and Score VIP Experiences, Merchandise, NFTs, Meet and Greet, and Prizes Including a Tesla**

LOS ANGELES, Dec. 16, 2021 (GLOBE NEWSWIRE) -- [LiveXLive](#), a wholly-owned subsidiary of LiveOne (Nasdaq: LVO), a global platform for livestream and on-demand audio, video and podcast/vodcast content in music, comedy and pop culture, and [Super League Gaming](#) (Nasdaq: SLGG), a global leader in video game experiences and entertainment at the intersection of the creator economy, gameplay content, and the metaverse, announced today that they have formed a strategic partnership to create experiences within the metaverse tied to LiveOne's music, lifestyle and pay-per-views ("PPV") events. Together, the companies plan to offer fans and gamers alike opportunities to enjoy immersive 3D environments featuring exclusive content, unique virtual goods, NFTs, and gamified activities that drive increased affinity and socially-connected engagement.

Starting today, the two companies will work together to identify specific music and gaming events that can be activated in virtual spaces within some of the world's largest metaverse platforms, including Roblox and Minecraft. Audiences of all ages will have the opportunity to experience music performances from some of their favorite artists while also exploring a dynamic, visually exciting world full of surprises inspired by the themes of each individual event. Within the LiveOne virtual metaplex will be multiple stages, special kiosks for purchasing merchandise, VIP rooms for avatar-based meet-and-greets, interactive competitions offering fun prizes, and more.

"We have led the way in virtual streaming and digital PPV over the last few years, and we see the Metaverse as the next logical frontier for great music and entertainment experiences," said Dermot McCormack, President of LiveOne. "Super League's deep understanding of the complete metaverse user experience made them an ideal partner to bring this strategy to life for fans and advertisers alike."

"The social web is in the process of being replaced by the user-generated web, full stop. LiveOne recognizes the importance of expanding the reach of their premium content events into these important digital environments," said Matt Edelman, Chief Commercial Officer of

Super League Gaming. “We are thrilled to be applying all that we’ve learned through live and online gaming events, live streaming broadcasts, and on-demand content production and distribution to the creation of an enduring LiveOne metaverse destination.”

The partnership between LiveOne and Super League will feature multiple tentpole events and franchises in 2022, including a multi-platform experience for the 10th Anniversary of the *Spring Awakening Music Festival*, *Music Lives*, *Breakout Awards*, *LiveOne Presents*, *Ballerfest*, *LiveZone* and more.

Following active collaboration between the two companies, Super League will be responsible for the creation and management of the LiveOne metaverse environment(s), inclusive of user testing, ongoing user support, and regular updates that keep fans and players alert and engaged. Super League also will assist LiveOne with promotional planning and execution, notably through Super League’s owned and operated metaverse advertising network, Bloxbiz. Acquired in October 2021, Super League’s Bloxbiz is a leading advertising platform designed specifically for metaverse environments, with reach that already exceeds more than 65 million monthly active users across more than 150 Roblox game titles. With recent estimates from RTrack that peg Roblox MAUs at 206 million as of June 2021, Super League’s impressive reach represents approximately 30% of all Roblox players worldwide.

### **About Super League Gaming**

Super League Gaming (Nasdaq: SLGG) is a leading metaverse and creator economy platform at the intersection of gaming and pop culture focused on tools and offerings that empower creators, 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 creator-centric offerings include content tools that power live stream multicasting, a leading metaverse advertising platform, a social media banner monetization platform, and a virtual cloud-based video production division, Virtualis Studios. Combined with vibrant in-game Minecraft communities, a network of highly viewed channels and original shows on Instagram, TikTok, Snap, YouTube, and Twitch, and an award-winning esports invitational tournament series, Super League’s properties deliver powerful opportunities for brands and advertisers to achieve impactful marketing outcomes with gamers of all ages. For more, go to [superleague.com](https://superleague.com).

### **About LiveOne, Inc.**

Headquartered in Los Angeles, California, LiveOne, Inc. (NASDAQ: LVO) (the "Company") is a global talent-first, interactive music, sports, and entertainment subscription platform delivering premium content and livestreams from the world's top artists. The Company has streamed over 1,800 artists since January 2020, has a library featuring close to 30 million songs, 500 expertly curated radio stations, 235 podcasts/vodcasts, hundreds of pay-per-views, personalized merchandise, released music-related NFTs, and has created a valuable connection between brands, fans, and bands. The Company's other major wholly-owned subsidiaries are LiveXLive, Slacker Radio, React Presents, Gramophone Media, Custom Personalization Solutions, Palm Beach Records and PodcastOne which generates more than 2.48 billion downloads per year and 300+ episodes distributed per week across a stable of hundreds of top podcasts. The combination of acquisitions and the expansion of products and franchises have secured LiveOne as a top-rated music, entertainment, and media

services company. LiveXLive is available on iOS, Android, Roku, Apple TV, and Amazon Fire, and through OTT, STIRR, Sling, and XUMO, in addition to its app, online website, and social channels. For more information, visit [www.livexlive.com](http://www.livexlive.com) and follow us on Facebook, Instagram, TikTok, and Twitter at @livexlive.

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**Forward-Looking Statements (LiveOne)**

All statements other than statements of historical facts contained in this press release are "forward-looking statements," which may often, but not always, be identified by the use of such words as "may," "might," "will," "will likely result," "would," "should," "estimate," "plan," "project," "forecast," "intend," "expect," "anticipate," "believe," "seek," "continue," "target" or the negative of such terms or other similar expressions. These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements, including: the Company's reliance on one key customer for a substantial percentage of its revenue; the Company's ability to consummate any proposed financing, acquisition, spin-out, distribution or transaction, the timing of the closing of such proposed event, including the risks that a condition to closing would not be satisfied within the expected timeframe or at all, or that the closing of any proposed financing, acquisition, spin-out, distribution or transaction will not occur or whether any such event will enhance shareholder value; the Company's ability to continue as a going concern; the Company's ability to attract, maintain and increase the number of its users and paid subscribers; the Company identifying, acquiring, securing and developing content; the Company's intent to repurchase shares of its common stock from time to time under its announced stock repurchase program and the timing, price, and quantity of repurchases, if any, under the program; the Company's ability to maintain compliance with certain financial and other covenants; the Company successfully implementing its growth strategy, including relating to its technology platforms and applications; management's relationships with industry stakeholders; the effects of the global Covid-19 pandemic; changes in economic conditions; competition; risks and uncertainties applicable to the businesses of the Company's subsidiaries; and other risks, uncertainties and factors including, but not limited to, those described in the Company's Annual Report on Form 10-K for the fiscal year ended March 31, 2021, filed with the U.S. Securities and Exchange Commission (the "SEC") on July 14,

2021, Quarterly Report on Form 10-Q for the quarter ended June 30, 2021, filed with the SEC on August 16, 2021, Quarterly Report on Form 10-Q for the fiscal quarter ended September 30, 2021, filed with the SEC on October 29, 2021, and in the Company's other filings and submissions with the SEC. These forward-looking statements speak only as of the date hereof, and the Company disclaims any obligations to update these statements, except as may be required by law. The Company intends that all forward-looking statements be subject to the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995.

### **Forward-Looking Statements (Super League Gaming)**

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](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