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Allied Esports Names DreamSeat Official Gaming Chair of HyperX Esports Arena Las Vegas

IRVINE, Calif.--(BUSINESS WIRE)-- Allied Esports today announced DreamSeat, LLC and its affiliates, Zipchair and Zipchair Gaming, each a premier sports and gaming chair brand, as The Official Gaming Chair of its global flagship esports venue, HyperX Esports Arena Las Vegas.

The Commack, N.Y.-based luxury gaming chair manufacturer will supply HyperX Esports Arena Las Vegas with 140 Xpression Gaming chairs for player stations, production rooms and staff offices throughout the popular dedicated esports facility. Each chair features memory foam pillows, lay-flat recline, 4-D adjustable arms, and DreamSeat's patented XZipit interchangeable logo panel system, which utilizes a hidden zipper to quickly change logos, offering customization for clients, event partners and sponsors in seconds.

The multiyear agreement between Allied Esports and DreamSeat includes a revenue share opportunity for partner use of the logo panels on an event-by-event basis. DreamSeat will also have a consumer retail presence at HyperX Esports Arena Las Vegas that will allow visitors to purchase various products onsite and online.

"As one of the most well-known esports venues in the world, HyperX Esports Arena Las Vegas has hundreds of thousands of gamers use its chairs each year, whether it's for major championships, weekly community events or daily walk-up play," said Jud Hannigan, CEO of Allied Esports. "DreamSeat's innovative solution provides the comfort and support necessary in competitive gaming, as well as an opportunity for our partners to engage consumers with a new and impactful touchpoint during their arena experience."

"We have been working with traditional sports franchises for over ten years, and have perfected elevating the fan and player experience in regard to all aspects of seating," said Chandler Suprina, President of DreamSeat. "Partnering with HyperX Esports Arena Las Vegas allows us to bring our creative expertise and our state-of-the art Xpression Gaming Chairs into a growing global flagship esports arena. We are excited to introduce our Gaming Chairs and our patented XZipit system to the hundreds of thousands of gamers visiting HyperX Esports Arena Las Vegas every year, along with the many leagues, teams, and sponsors who host events and will have their logo prominently displayed on every chair. Day-to-day, week-to-week, and event-to-event, Allied Esports can offer a customized and personalized gaming experience to fans and sponsors simply by zipping on and off high-quality embroidered logos, creating a previously untapped revenue stream."

DreamSeat recently announced a partnership with Envy Gaming to supply chairs for the organization's new training and practice facility in Dallas, Texas, and is the Official Chair Supplier of the Overwatch League, Misfits Gaming Group and Eastern Collegiate Athletic

Conference (ECAC) Esports.

HyperX Esports Arena Las Vegas will welcome League of Legends All-Star 2019 this weekend, showcasing the top LoL professionals and streamers in the world. The venue recently hosted the North American Regional Finals of the Capcom ProTour and the Grand Final of the Simon Cup, a national amateur esports tournament featuring Fortnite, co-produced by Allied Esports and Simon, a global leader in premier shopping, dining, entertainment and mixed-use destinations. HyperX Esports Arena Las Vegas is the home of esports in Las Vegas featuring weekly community tournaments, including Friday Frags (Fortnite) and Saturday Night Speedway (Mario Kart). For more information about HyperX Esports Arena Las Vegas, visit hyperxesalv.com and follow [@HyperXESALV](https://twitter.com/HyperXESALV).

About Allied Esports

Named to Fast Company's 2019 World's Most Innovative Companies list, Allied Esports is a leading esports entertainment company with a global network of dedicated esports properties designed to serve as competition battlegrounds, content production facilities and community hubs.

Through direct operation or membership via the Allied Esports Property Network, the world's first esports venue affiliate program, Allied Esports' properties span North America, Europe, China and Australia, and include the world-renowned HyperX Esports Arena Las Vegas, its 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 esports entertainment venture dedicated to providing transformative live experiences, multiplatform content and interactive services to audiences worldwide through its strategic fusion of two powerful entertainment brands: Allied Esports and the World Poker Tour (WPT). Allied Esports Entertainment, Inc. was created in August 2019 when Black Ridge Acquisition Corp. completed its business combination with Allied Esports and WPT Enterprises.

About DreamSeat

DreamSeat's patented line of XZipit furnishings offer an innovative, high quality, interchangeable logo system that is used throughout its entire product line. DreamSeat specializes in commercial grade furnishings for Professional Sports Teams, Universities, Firehouses, High Schools and Corporations. Known for elevating the fan experience, DreamSeat creates custom, premium, VIP, and general seating to fit the specific needs of the client, application and venue. Noteworthy clients include the Overwatch League, Nerd Street & Localhost, ECAC, WOMBO Sports, Dallas Mavs NBA 2K team, Miami Open, Cincinnati Reds Premium Diamond Club Seating, Philadelphia Eagles Field Seats, San Diego Padres Suites, Denver Broncos team and film rooms, Texas Rangers facilities, Live Nation Venues nationwide and many more. DreamSeat's affiliate company, Zipchair and Zipchair Gaming, are an online retailer that allows the consumer to purchase the same

furniture used by their favorite professionals. DreamSeat, headquartered in Commack, NY, is a family run business. For more information, visit www.dreamseat.com, follow @dreamseat on Twitter or @dreamseat on Instagram.

About Zipchair & Zipchair Gaming

Introduced in 2015, Zipchair and Zipchair Gaming are the retail sites for DreamSeat. Focused on delivering high quality, comfortable and durable fan furniture to the public, Zipchair.com provides the easiest way for the consumers to order the same furniture for their home as seen and used by their favorite teams and athletes. In 2018 Zipchair launched a personalization feature allowing customers to add their name, number or phrase to our licensed logo panels with only a few days lead time. The following year, Zipchair launched Zipchairgaming.com, a retail site dedicated to licensed logo furniture for the gamer. For more information on Zipchair, visit www.zipchair.com, follow @zipchair on Twitter, or @zipchair on Instagram. You can learn about Zipchair Gaming by visiting www.zipchairgaming.com, or @ZipchairGaming on Twitter and Instagram.

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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