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Allied Esports and NASCAR Announce Gaming Truck Event Tour

Seven-Stop Schedule to Feature Multiple Days of Gaming Activations at Cup Series Race Weekends Starting August 6-8 in Watkins Glen, NY

LAS VEGAS--(BUSINESS WIRE)-- [Allied Esports](#), a global esports entertainment company and a subsidiary of Allied Esports Entertainment, Inc. (NASDAQ: AESE), and NASCAR today announced an event tour that will bring gaming activations to racing fans in 2021.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210804005194/en/>



The Allied Esports Truck will bring gaming experiences to seven NASCAR races in 2021 starting August 6-8 at Watkins Glen, NY. (Photo: Business Wire)

Phoenix, Arizona.

The 80-foot, 35-ton mobile gaming arena, which includes a main stage, caster booth, roof deck and full production capabilities, will host gameplay featuring Rocket League and Mario Kart 8 Deluxe, as well as iRacing on simulators. Participating fans will have the chance to play for prizes and giveaways throughout each weekend activation. On select dates, fans will also have the first opportunity to get their hands on a limited demo of the new NASCAR 21 video game from Motorsport Games.

“The integration of gaming into major sporting events is a family focused, entertaining way to attract new audiences and brands,” said Jud Hannigan, CEO of Allied Esports. “The Allied Esports Truck shines a spotlight on gamers and the communities they live in, and we are thrilled to partner with NASCAR to bring racing and gaming fans across the country a new race weekend experience.”

The Allied Esports Truck, North America’s first and only 18-wheel gaming truck, will make seven stops at NASCAR Cup Series race Midways and Fan Zones starting August 6-8 at Go Bowling at the Glen in Watkins Glen, New York and concluding November 4-7 at the NASCAR Cup Series Championship in

“Gaming has had a massive impact on the world of NASCAR over the past year and a half – to the point where it is now undeniably part of the sport’s DNA in the digital age,” said Nick Rend, managing director of gaming, NASCAR. “With that in mind, as fans across the nation return to our race tracks this summer and fall, we believe it’s crucial that gaming plays a central role in that on-site NASCAR experience – and Allied Esports is helping us accomplish that in a truly unique way.”

The Allied Esports Truck will make appearances at the following NASCAR Cup Series races:

August 6-8 – Go Bowling at the Glen, Watkins Glen, New York

August 21-22 – FireKeepers Casino 400, Michigan International Speedway, Brooklyn, Michigan

August 27-28 – Coke Zero Sugar 400, Daytona International Speedway, Daytona Beach, Florida

October 2-3 – YellaWood 500, Talladega Superspeedway, Talladega, Alabama

October 23-24 – Hollywood Casino 400, Kansas Speedway, Kansas City, Kansas

October 30-31 – NASCAR Cup Series Playoff Race at Martinsville, Ridgeway, Virginia

November 4-7 – NASCAR Cup Series Championship at Phoenix Raceway, Phoenix, Arizona

The Allied Esports Truck made its sporting event debut at the 2018 DAYTONA 500. Since then, the popular mobile competition arena has been a regular attraction at some of the biggest gaming, sports, entertainment and consumer events, including Super Bowl LIII, CES, DreamHack, WonderCon, KAABOO, E3, VidCon and Posty Fest.

For more information about the Allied Esports Truck’s NASCAR Cup Series schedule, visit NASCAR.com.

About Allied Esports

Named one of the World’s Most Innovative Companies by Fast Company, Allied Esports International, Inc. is at the forefront of esports entertainment with global properties, live events and production services that elevate creators, competition and content.

Allied Esports owns and operates HyperX Esports Arena Las Vegas, the world’s most recognized esports facility and the company’s global flagship venue, as well as the Allied Esports Trucks, the first 18-wheel mobile gaming arenas. Members of the Allied Esports Property Network, the world’s first esports venue affiliate program, span North America, Europe, China and Australia, including the internationally celebrated Fortress Melbourne.

Allied Esports produces competitive community and professional esports and gaming events, including popular proprietary tournament brands Frags, Knockdown, Saturday Night Speedway and the Legend Series; original co-branded programs like the Simon Cup; and custom tournaments such as Trovo Titans.

AE Studios, Allied Esports’ original content development and production services division, is a leader in storytelling beyond competition through live streamed productions across a variety of industries. With studios in Las Vegas and Hamburg, Germany, AE Studios has created and executed original and white label productions for top brands in sports,

entertainment, tech, pop culture and gaming.

For more information about Allied Esports, visit AlliedEsports.gg and follow [@AlliedEsports](https://twitter.com/AlliedEsports). Allied Esports International, Inc. is a subsidiary of Allied Esports Entertainment, Inc.

About Allied Esports Entertainment

Allied Esports Entertainment (NASDAQ: AESE) is a global esports entertainment venture dedicated to providing transformative live experiences, multiplatform content and interactive services to audiences worldwide. For more information, visit alliedesports.gg.

About NASCAR

The National Association for Stock Car Auto Racing (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States and owner of 16 of the nation's major motorsports entertainment facilities. NASCAR consists of three national series (NASCAR Cup Series™, NASCAR Xfinity Series™, and NASCAR Camping World Truck Series™), four regional series (ARCA Menards Series, ARCA Menards Series East & West and the NASCAR Whelen Modified Tour), one local grassroots series (NASCAR Advance Auto Parts Weekly Series) and three international series (NASCAR Pinty's Series, NASCAR Peak Mexico Series, NASCAR Whelen Euro Series). The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. NASCAR also owns Motor Racing Network, Racing Electronics and ONE DAYTONA. Based in Daytona Beach, Florida, with offices in eight cities across North America, NASCAR sanctions more than 1,200 races in more than 30 U.S. states, Canada, Mexico and Europe. For more information visit NASCAR.com and IMSA.com, and follow NASCAR on Facebook, Twitter, Instagram, and Snapchat ('NASCAR').

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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