

November 9, 2021



AE Studios to Produce Live-Stream of First-Ever UNO® Championship Series Invitational Tournament From HyperX Esports Arena Las Vegas

Celebration on November 11 to Feature Host Tyler “Ninja” Blevins and a \$50,000 Prize for the First Official UNO World Champion

LAS VEGAS--(BUSINESS WIRE)-- AE Studios, the content development, storytelling and production services arm of [Allied Esports](#), a global esports entertainment company and a subsidiary of Allied Esports Entertainment, Inc. (NASDAQ: AESE), will produce the live-stream of the first-ever UNO Championship Series Invitational Tournament presented by Mobil 1 live from HyperX Esports Arena Las Vegas on November 11.

Viewers from around the world can watch live on UNO’s TikTok channel, starting at 6 p.m. PST as select finalists compete for a grand prize of \$50,000 and the honor of being crowned the first official UNO World Champion.

Hosted by UNO fanatic and professional gamer and streamer **Tyler “Ninja” Blevins**, the event will be stacked with sure-to-be-wild fun, including:

- On-stream appearances from some of UNO’s biggest fans;
- A star-studded, head-to-head exhibition UNO game;
- A winner-take-all grand final game where eight players will compete to win the title of first-ever UNO World Champion and receive \$50,000.

“With digital-first, live, interactive content experience across gaming and entertainment, AE Studios would never skip the opportunity to produce a prestigious event like the UNO World Championships,” said Jud Hannigan, CEO of Allied Esports. “UNO is truly a generational game, and we’re thrilled to work with Mattel to draw together family members and friends of all ages for a one-of-a-kind experience on TikTok.”

“The 50th anniversary of UNO has been nothing short of wild. We’ve introduced new products, cultivated new partnerships, and created new experiences to bring together fans from all over the world, and crowning the first official UNO World Champion on 11/11 is a perfect culmination,” said Ray Adler, Global Head of Mattel Games. “Seeing thousands of our passionate fans come together from across the globe over their love of UNO is a testament to the power of this simple and universal game that transcends languages and cultures.”

Earlier this summer, nearly 2 million fans participated in the UNO Championship Series and battled it out in over 28 million matches on the UNO!™ mobile app for a chance to win a seat at the UNO Championship Series Invitational Tournament.

This commemorative year has celebrated the last five decades of UNO with a long list of collaborations spanning the art and fashion world, making it easy for UNO fans everywhere to celebrate their love of the game in style.

For more information about the UNO Championship Series Invitational Tournament and to learn more about UNO's 50th anniversary celebrations, visit the UNO [website](#) and follow @UNO on [Instagram](#) and [Facebook](#), and @realUNOgame on [Twitter](#) for more updates.

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](#). 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 Mattel

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in

1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential.

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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