

Super League Debuts AI-Driven Playable Media Product via Exclusive Partnership with AdArcade

Expanded Capabilities Allow Brands to Convert Video Campaigns Into High-Impact Playable Media at Scale

SANTA MONICA, Calif., Jan. 28, 2026 (GLOBE NEWSWIRE) -- Super League (Nasdaq: SLE), a leader in playable media trusted by global brands to reach and activate gaming audiences, today announced an expansion of its exclusive partnership with AdArcade, introducing new AI-powered capabilities that significantly broaden how brands can deploy playable media at scale within rewarded mobile video inventory.

Gaming has rivaled social media in cultural impact and daily usage. For marketers, this means the gaming community isn't just a niche group; it's a primary audience that drives real results and brand loyalty. Mobile gaming, in particular, offers a familiar entry point for brands accustomed to television and digital video, providing massive reach, tens of billions of programmatically accessible and measurable daily impressions, and targeting by context, device, and third-party audiences, often at meaningfully lower costs than connected television. With rewarded mobile game inventory, consumers opt in to watch ads, uniquely delivering attention rather than causing interruption.

Turning Video Ads Into Interactive Experiences

AdArcade's patented Native Playables® technology converts a brand's existing video ad into a playable experience that gamifies interaction with brand messaging. These interactive units run within rewarded mobile video inventory, allowing advertisers to maintain standard buying workflows while replacing passive viewing with hands-on engagement that consistently outperforms traditional creative formats.

AI-Powered Creative-as-a-Service Removes Friction at Scale

With AdArcade's new AI-powered Creative-as-a-Service (CaaS) offering, programmatic teams can utilize Native Playables with virtually no incremental effort or creative cost. This allows brands to seamlessly extend video campaigns into mobile gaming video inventory, turning what was once a workflow gap into a true omnichannel opportunity without added complexity.

"Mobile gaming has become one of the most scaled and measurable video environments in media, yet it remains underutilized by many brands," said Matt Edelman, Chairman and Chief Executive Officer of Super League. "By expanding our partnership with AdArcade, we're using AI to remove the friction that has historically kept play out of programmatic video

strategies. Brands can now transform existing video assets into interactive, playable experiences that earn attention, drive engagement, and perform—without changing how they plan or buy media.”

“Native Playables turn video ads into experiences,” said Bobby Wells, Chief Executive Officer of AdArcade. “Our AI-powered Creative-as-a-Service technology makes it possible to gamify video creative at scale, allowing brands to participate in mobile gaming with the same ease and efficiency as other video channels. Working closely with Super League accelerates adoption by putting these capabilities directly into the hands of agencies and marketers.”

Expanding Omnichannel Playable Media Execution

By integrating AdArcade’s AI-driven creative automation into Super League’s broader platform and distribution ecosystem, Super League is expanding its ability to help brands participate in one of the most scaled, measurable, and attention-rich video environments in media. The result is a more efficient path to omnichannel execution, where existing video investments can be transformed into interactive experiences that earn attention, perform, and scale.

About Super League

Super League (Nasdaq: SLE) is redefining how brands connect with consumers through the power of playable media. The company creates moments that matter by placing brands directly in the path of play through playable ads and gamified content across mobile, web, CTV, social, and the world’s largest immersive gaming platforms. Powered by proprietary technologies, an award-winning development studio, and a vast network of native creators, Super League enables brands to stand out culturally, inspire loyalty, and drive measurable impact in today’s attention-driven economy. For more information, visit superleague.com.

About AdArcade

AdArcade’s patented Native Playable® ad tech is enabling brands and agencies to engage over 2 billion mobile gamers from Gen A to Gen X with unparalleled full-funnel performance. This breakthrough technology converts a brand’s video ads into playable creatives that gamify ad text and audio to imprint the brand’s message and then programmatically matches ad gameplay to each player’s style of game. Matching ad gameplay to each player’s native gameplay grabs and holds players’ attention and encourages eyes-on, hands-on ad engagement. The result is industry-leading full-funnel results for global brands who recognize the opportunity to rise above the media clutter by tapping into the enormous, multi-generational mobile gaming audience.

Forward-Looking Statements

This press release contains “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, and the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995.

Forward Looking Statements can be identified by words such as “anticipate,” “intend,” “plan,” “goal,” “seek,” “believe,” “project,” “estimate,” “expect,” “strategy,” “future,” “likely,” “may,” “should,” “will” and similar references to future periods. Forward-looking statements include

all statements other than statements of historical fact, including, without limitation, all statements regarding Super League's ability to implement and execute on its corporate strategies and business plan, adequately maintain and utilize its existing capital, maintain compliance with the Listing Rules of the Nasdaq Capital Market, and capital structure, liquidity, and financing activities. These statements are based on current expectations, estimates, forecasts, and projections about the industry and markets in which the Company operates, management's current beliefs, and certain assumptions made by the Company, all of which are subject to change.

Forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, and other factors that are difficult to predict and that could cause actual results to differ materially from those expressed or implied by such forward-looking statements. Important factors include, but are not limited to: the Company's ability to maintain compliance with Nasdaq Capital Market continued listing standards; the Company's ability to adequately and efficiently utilize the funds received in recent financings; the Company's ability to execute and implement its corporate strategies; the Company's ability to realize the anticipated benefits of its investment in Hide or Die, and/or the acquisition of Bounce; the Company's ability to execute on cost reduction initiatives and strategic transactions; customer demand and adoption trends; the timing, outcome, and enforceability of any patent applications; the ability to successfully integrate new technologies and partnerships; platform, regulatory, macroeconomic and market conditions; access to, and the cost of, capital; and the other risks and uncertainties described in the section entitled "Risk Factors" in the Company's Annual Report on Form 10-K for the year ended December 31, 2024, the Company's Quarterly Report on Form 10-Q for the quarters ended March 31, 2025, June 30, 2025, and September 30, 2025, and other filings with the Securities and Exchange Commission. You are cautioned not to place undue reliance on any forward-looking statements, which speak only as of the date hereof. Except as required by law, the Company undertakes no obligation to update or revise any forward-looking statements to reflect events or circumstances after the date of this release or to reflect the occurrence of unanticipated events.

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Source: Super League Enterprise