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Topgolf and Super League Gaming Tee Off WGT Live Series Championship Aug. 29

Monthly livestreamed WGT tournament season garnering 4.3 million views concludes with Championship broadcast event and official announcement of second tournament to kick off later this year

DALLAS, Aug. 28, 2020 (GLOBE NEWSWIRE) -- Topgolf Media, a division of global sports and entertainment leader [Topgolf Entertainment Group](#), has teamed with [Super League Gaming](#) (NASDAQ: SLGG), a leader in bringing live and digital esports entertainment and experiences directly to everyday gamers around the world, to connect fans through World Golf Tour by Topgolf (WGT) online tournaments and associated broadcasts. These events, which have been streamed live around the world, bring together avid golf fans, celebrities and professional athletes—connecting everyone through their love for the game of golf. The inaugural season culminates in a head-to-head Championship match on Aug. 29, with plans now confirmed for a new season to tee off in the fall.

Since the beginning of 2020, Topgolf has produced monthly *WGT Live Series* tournaments that are all part of a strategic initiative to make the Topgolf experience accessible to fans no matter where in the world they are located. The series, powered by Super League, has seen wide-ranging success and continues to garner a global audience of younger viewers, comprising of 88 different countries with 80% of fans between the ages of 18 and 44. The success of the *WGT Live Series*, combined with WGT's explosive growth in engagement, spawned the increase of original content creation by Topgolf around what fans and gamers alike are craving – more competitive golf, including when gameplay is online.

“Super League’s premium remote production capabilities have enabled us to bring passionate fans around the world together in a live golf experience with WGT,” said YuChiang Cheng, President of Topgolf Media. “Together, we are creating a unique way to experience the game of golf virtually and connect with other players without having to leave home.”

Upcoming WGT online events and content will feature exciting match-ups between various notable golf personalities and celebrities playing in competitions, and will include opportunities for everyday WGT gamers to participate in ongoing challenges. Using Super League’s virtual production studio and remote broadcasting solutions, Topgolf and WGT will live stream these events across Twitch and YouTube.

“The Topgolf and Super League partnership was formed around a shared belief in play for all,” said Matt Edelman, Chief Commercial Officer at Super League Gaming. “The WGT Live Series provides an ideal demonstration of how we continue to deliver on those beliefs by creating one-of-a-kind events, dynamic live broadcasts, and exclusive content designed to

engage a diverse community of players.”

Super League and Topgolf are committed to fostering and creating communities for all players, internationally and across ages, genders and skill levels, wherever they play. This includes providing premium WGT online competitions amplified by Super League’s powerful content production platform.

The WGT Live Series Championship event will air on WGT [Twitch](#) and [YouTube](#) on Aug. 29 at 9 a.m. PST. Additional programming and more information available [here](#).

To see a preview video of the Topgolf and Super League partnership, please click [here](#).

About Topgolf Entertainment Group

Topgolf Entertainment Group is a technology-enabled global sports and entertainment community that connects people in meaningful ways through the experiences we create, the innovation we champion and the good that we do. What started as a simple idea to enhance the game of golf has grown into a movement where people from all walks of life connect at the intersection of technology and sports entertainment. Topgolf Entertainment Group's platforms include Topgolf venues, Topgolf Media, Topgolf International, Toptracer and Topgolf Swing Suite. To learn more, visit topgolffentertainmentgroup.com or follow @topgolf on Instagram, Twitter, Facebook and LinkedIn.

About World Golf Tour (WGT by Topgolf)

WGT by Topgolf, an esports experience from Topgolf Entertainment Group and part of Topgolf Media, has become the leading online golf game designed to connect sports fans through a free, realistic, virtual golf gaming experience. Acquired by Topgolf in 2016, WGT now has more than 28 million users worldwide and brings gamers, golf enthusiasts and professional golfers together from around the world to play championship courses and iconic holes in photorealistic quality. To download WGT, visit m.wgt.com.

About Super League Gaming

Super League Gaming (Nasdaq: SLGG) is a leading gaming community and content platform that gives everyday gamers multiple ways to connect and engage with others while enjoying the video games they love. Powered by proprietary technology systems, Super League offers players the ability to create gameplay-driven experiences they can share with friends, the opportunity to watch live streaming broadcasts and gameplay highlights across digital and social channels, and the chance to compete in events and challenges designed to celebrate victories and achievements across multiple skill levels. With gameplay and content offerings featuring more than a dozen of the top video game titles in the world, Super League is building a broadly inclusive, global brand at the intersection of gaming, experiences and entertainment. Whether to access its expanding direct audience or the company’s unique content production and virtual event capabilities, third parties ranging from consumer brands, video game publishers, television companies, traditional sports organizations, concert promoters, and more, are turning to Super League to provide integrated solutions that drive business growth.

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A video accompanying this announcement is available
at <https://www.globenewswire.com/NewsRoom/AttachmentNg/a2a2e0e2-7652-4054-b5ac-67c1dda132cb>



Source: Super League Gaming