



ASUCLA Media Contact:
Trenise Ferreira
ASUCLA Communications Specialist
(310) 825-8012
tferreira@asucla.ucla.edu

ASUCLA Contact:
Ari Baron
Director, ASUCLA Marketing
(323) 314-2004
abaron@asucla.ucla.edu

FOR IMMEDIATE RELEASE

ASUCLA and Helix eSports Bring Esports Entertainment Center to UCLA

Westwood, Calif. – Sept. 8, 2021 – A brand-new, exciting opportunity for students is coming to UCLA, thanks to a new relationship between ASUCLA and Helix eSports. **Students will see Helix eSports, a part of Esports Entertainment Group's (Nasdaq: GMBL) gaming division, launch a state-of-the-art gaming facility inside Ackerman Union, right in the heart of UCLA's campus.**

The Bruin student body and the Westwood community can look forward to a space that offers high-end gaming PCs, virtual reality and console experiences. **The facility will be named Helix eSports UCLA and will be the first of its kind by Helix eSports to launch at a college campus. The center will offer an experience to gamers of all volitions. Whether it is a space for friends and communities to play together or as a competitive ecosystem with tournaments and leagues, Helix offers programming for everyone. This new on-campus offering looks to create industry jobs for UCLA inside the facility and the larger esports industry upon graduation.**

“Our chief objective as an organization is to provide the best services and enhance the on-campus experience of our UCLA students, and this partnership with Helix eSports gives us a new opportunity to stay true to our mission,” said ASUCLA Executive Director & CEO Pouria Abbassi. “We look forward to a fruitful relationship that creates new ways for Bruins to gather together in the spirit of gaming and form lasting memories while at UCLA.”

Esports Entertainment Group currently owns and operates five Helix eSports centers, including two of the five largest centers in the country. They offer various experiences, including casual play, competitive tournaments, high school and youth leagues, STEM programming and esports bootcamps, among others. Helix eSports centers have become the destination for social and competitive gamers alike, and the Helix eSports UCLA location is poised to take collegiate gaming in Westwood to the next level.

“We are thrilled for the opportunity to work with such prestigious partners in UCLA. Our goal has always been to build world-class centers in world-class locations to cater to social gamers and



foster the competitive eco-system by creating a transparent amateur to pro pipeline,” said Murphy Vandervelde, VP of Business Development at Esports Entertainment Group.

“We believe this first-of-its-kind facility will create a unique opportunity for UCLA students to enjoy gaming in a new light through our unique programming and social setting. Additionally, we believe that by engaging students on the professional front, we can create lasting impact in the esports space and help create a sustainable, high caliber workforce for the larger industry,” said Grant Johnson, CEO of Esports Entertainment Group.

The Helix eSports location at Ackerman Union at UCLA, which will open Fall Quarter of 2021, will provide a friendly, inclusive environment with modern design, expert-level staff, dedicated fiber internet, and high-end gaming equipment.

About ASUCLA:

Associated Students UCLA (ASUCLA) is a not-for-profit association founded in 1919, which delivers vitally essential student services and activities throughout the University of California Los Angeles campus. ASUCLA boasts the largest college store in the United States, an extensive food service program, UCLA® brand licensing program through UCLA Trademarks & Licensing, and other services and programs that include student government and student media, which significantly enhances the quality of UCLA's campus life. For more information about ASUCLA, please visit www.asucla.ucla.edu.

About Esports Entertainment Group:

Esports Entertainment Group is a full-stack esports and online gambling company fueled by the growth of video gaming and the ascendance of esports with new generations. Our mission is to help connect the world at large with the future of sports entertainment in unique and enriching ways that bring fans and gamers together. Esports Entertainment Group and its affiliates are well-poised to help fans and players to stay connected and involved with their favorite esports. From traditional sports partnerships with professional NFL/NHL/NBA/FIFA teams, community-focused tournaments in a wide range of esports, and boots-on-the-ground LAN cafes, EEG has influence over the full-spectrum of esports and gaming at all levels. The Company maintains offices in New Jersey, the UK, and Malta. For more information, visit www.esportsentertainmentgroup.com.