

**AEG ANNOUNCES INVESTMENT IN LEADING ESPORTS FRANCHISE IMMORTALS**

***Immortals to Host Home Events at AEG’s L.A. LIVE Sports and Entertainment District***

***World’s Leading Sports and Live Entertainment Company Joins Ownership Group That Includes Lionsgate, Former Financier and Philanthropist Michael Milken and Memphis Grizzlies Co-Owner Steve Kaplan***

**Los Angeles, CA – June 20, 2017** -- Building on its sports leadership and further expanding its footprint in esports, AEG, the world’s leading sports and live entertainment company, announced today that it has made a strategic investment in Immortals, a successful and globally competitive esports franchise.  As part of the investment, Immortals will host their Los Angeles-based tournaments and events at AEG’s world-renowned sports and entertainment district, L.A. LIVE.

The Immortals investment marks the latest step in AEG’s esports initiative.  Last September, the company entered a long-term global partnership with ESL, the world’s largest esports company, which enables ESL to utilize AEG’s global network of more than 120 clubs, theaters, arenas and stadiums for qualifying events, tournaments and world championships.

“AEG prides itself on being a forward-thinking, innovative company and is committed to leading the way as the industry evolves,” said Dan Beckerman, President and CEO of AEG.  “Expanding our interests in esports is a natural progression as we continue to invest in growth initiatives that further our leadership in sports and live entertainment. L.A. LIVE offers state-of-the-art venues, production facilities and an unparalleled fan experience, and we have ambitious plans for the campus to become the epicenter of esports in Los Angeles. Through our partnership with Immortals, we are looking forward to exploring a variety of collaborative opportunities to further broaden the global appeal of esports.”

“AEG’s unrivaled experience in the cross-section of sports and entertainment makes them an ideal partner for any organization. Combined with Immortals’ competitive success and passionate fan base, this partnership provides unique and appealing paths forward to achieve our goal of creating the most exciting and fulfilling esports fan experience in the world,” said CEO of Immortals Noah Whinston. “Whether it’s through hosting events at AEG’s world-class venues, such as L.A. LIVE, allowing fans unprecedented access to our team and players, or the seemingly endless well of talent and business experience AEG brings to the table; this partnership marks an exhilarating milestone for Immortals and its fans.”

With its investment in Immortals, AEG joins a world-class ownership group led by Managing Director of Crosscut Ventures and Chairman of Immortals Clinton Foy and CEO  Noah Whinston; global content leader Lionsgate (LGF.A, LGF.B) and Lionsgate President of Interactive Ventures & Games Peter Levin; former financier and philanthropist Michael Milken; co-founder of Oaktree Capital and co-owner of the Memphis Grizzlies Steve Kaplan; Managing Director of March Capital Partners Gregory Milken; Third Wave entrepreneur Allen DeBevoise; Redpoint Ventures partner Brad Jones; former SVP and General Counsel at Activision Greg Deutsch; Machine Shop, the venture capital arm of the band Linkin Park; Upfront Ventures partner Greg Bettenelli; and former Honest Company CEO Brian Lee.

“Partnering with visionary sports and entertainment leader AEG is another giant leap forward for the Immortals franchise,” said Immortals co-owner and Lionsgate President of Interactive Ventures & Games Peter Levin.  “With an amazing ownership group that includes AEG, Lionsgate, Michael Milken and Steve Kaplan, dynamic and forward-looking franchise management, a new state-of-the-art L.A. LIVE home and access to AEG’s incredible talent pool, Immortals is uniquely positioned to bring esports to a truly global audience.”

Since it was founded in 2015, Immortals has built a reputation as one of esports’ most exciting teams and competes worldwide for more than 200 million fans in global tournaments including Counter-Strike: Global Offensive, League of Legends, Overwatch and Super Smash Brothers.  Today, the global esports market generates more than $493 million in revenues with an audience of more than 115 million regular viewers.  By 2020, the market is expected to grow to $1.5 billion in revenues. 1

1   Newzoo

**###**

**About AEG**

Headquartered in Los Angeles, California, AEG is the world's leading sports and live entertainment company. With offices on five continents, AEG operates in the following business segments: **AEG Facilities**, which is affiliated with or owns, manages or consults with more than 120 preeminent arenas, stadiums, theaters, clubs and convention centers around the world including The O2 Arena, the Sprint Center and the Mercedes-Benz Arenas; **AEG Presents**, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals; **AEG Real Estate**, which develops world-class venues, as well as major sports and entertainment districts like STAPLES Center and L.A. LIVE; **AEG Sports**, which is the world's largest operator of sports franchises and high-profile sporting events; and

**AEG Global Partnerships**, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands and its integrated entertainment districts, AEG entertains more than 100 million guests annually. More information about AEG can be found at [www.aegworldwide.com](http://www.aegworldwide.com/).

**About Immortals**

Founded in 2015 with unprecedented dedication to fan support and player well-being, Immortals, a North American esports organization, endeavors to create a long-lasting community of professional gamers, aspiring players, and passionate fans, all united by our commitment to camaraderie and competitive excellence. Always remaining true to our values and ethics, we take pride in providing an authentic brand that fans can be proud to cheer on to victory.

Immortals currently fields professional teams in: League of Legends, CS:GO, Overwatch, Super Smash Bros., and Vainglory. For more information, please visit our website: <https://immortals.gg>

**For more information, contact:**

Michael Roth

VP, Communications, AEG

213 742 7155

[mroth@aegworldwide.com](mailto:mroth@aegworldwide.com)

Shane Flanagin

PR & Communications Manager, Immortals

909 559 5817

[sflanagin@immortals.gg](mailto:sflanagin@immortals.gg)