

ESE to Launch Esports Tournament for Premier League Soccer Club, Rio Ave FC

ESE is pleased to announce a new esports tournament in the game FIFA 21, the Rio Ave FC K1CK Cup

Vancouver, British Columbia – April 29, 2021 – **ESE Entertainment Inc.** (“we”, “ESE”, or the “Company”) (TSXV: ESE) (OTCQB: ENTEF) is pleased to announce that its esports team, K1CK, will be launching a tournament in collaboration with the Rio Ave Football Club (“**Rio Ave FC**”), a Portuguese football club that competes in the Portuguese Premier League, the top division of Portuguese football.

The tournament, called the Rio Ave FC K1CK Cup, will take place on FIFA 21, a popular soccer video game developed by Electronic Arts Inc. (NASDAQ: EA). The tournament will be an open competition, with players from all over the world eligible to participate. The tournament will be split into two stages: first, the online qualifier will take place on May 8, 2021, where the competition pool will be narrowed down to the best 4 players. Next, the top players will play at the finals, which will be held on May the 22, 2021 at the Rio Ave stadium, Estádio do Rio Ave FC, in Vila do Conde, Portugal. K1CK’s very own professional FIFA player, João “JOLiveira10” Oliveira, will be streaming the finals on location and participating in friendly matches. Final sign-up details will be released in the coming days at www.K1CK.com.

Nuno Santos, Rio Ave’s Director of Marketing, commented, "It is a pleasure for Rio Ave FC to be associated with K1CK and ESE in our first tournament and esports event. This is another exciting step in the development of our partnership with ESE that seeks to invest in the world of esports."

Konrad Wasiela, CEO of ESE commented, “We are thrilled to be selected by a premier league soccer club such as Rio Ave FC to rollout their first ever esports tournament. This is a clear example of how esports continues to be an important investment commitment for traditional sports organizations looking to maximize brand exposure and fan engagement. We are excited for the launch of this tournament and we look forward to more collaborations moving forward.”

About Rio Ave Football Club

Rio Ave FC is a Professional Football club founded in 1939, based in Vila do Conde, Portugal, and playing in the top division of Portuguese football for the last 13 years in a row. Rio Ave FC has reached the qualifying round of the UEFA Europa League 3 times in the past 5 years, most recently in the Play-in stage, ultimately being eliminated by A.C. Milan in penalty shootouts. Rio Ave FC has recently been looking to expand its presence in the esports industry. | www.rioavefc.pt

About ESE Entertainment Inc.

ESE is a Europe based entertainment and technology company focused on gaming, particularly on esports. ESE consists of multiple assets and world-class operators in the gaming and esports industries. Capabilities include but are not limited to: physical infrastructure, broadcasting, global distribution for gaming and esports-related content, advertising, sponsorship support, and a growing esports team franchise, K1CK Esports. ESE is focused on bridging Europe, Asia and North America. | www.ese.gg

Forward-Looking Statements

This news release contains certain statements that may constitute forward-looking information under applicable securities laws. All statements, other than those of historical fact, which address activities, events, outcomes, results, developments, performance or achievements that ESE anticipates or expects may or will occur in the future (in whole or in part) should be considered forward-looking information. Such information may involve, but is not limited to, comments with respect to the benefits derived from the Rio Ave FC K1CK Cup, and the reception of the same in the market; the timing of and participation in the Rio Ave FC K1CK Cup; and future collaborations between ESE and Rio Ave FC. Often, but not always, forward-looking information can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates", or "believes" or

variations (including negative variations) of such words and phrases, or statements formed in the future tense or indicating that certain actions, events or results "may", "could", "would", "might" or "will" (or other variations of the foregoing) be taken, occur, be achieved, or come to pass. Forward-looking information is based on currently available competitive, financial and economic data and operating plans, strategies or beliefs as of the date of this news release, but involve known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, performance or achievements of ESE to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Such factors may be based on information currently available to ESE, including information obtained from third-party industry analysts and other third-party sources, and are based on management's current expectations or beliefs regarding future growth, results of operations, future capital (including the amount, nature and sources of funding thereof) and expenditures. Any and all forward-looking information contained in this press release is expressly qualified by this cautionary statement. Trading in the securities of ESE should be considered highly speculative.

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For further information about ESE, please contact:

Daniel Mogil, Investor Relations

investors@ese.gg

647-492-1535