ESE Entertainment Produces Broadcast for the League of Legends Championship

VANCOUVER, British Columbia, September 25, 2023 – **ESE Entertainment Inc.** (TSXV: ESE) (OTCQX: ENTEF) (“**ESE**” or the “**Company**”), a gaming company that provides a range of services to leading video game developers and publishers, announces that its media production unit, Frenzy, produced a broadcast of the final season of the LEC (League of Legends EMEA Championship) tournament. This competition is in the video game League of Legends, which is developed by video game publisher Riot Games. Over the course of 8 days of competition, the top 6 teams from the Europe, the Middle East and Africa regions competed for a prize pool totaling USD$160,000. The broadcast was available on Twitch and YouTube, as well as on Polsat Games TV. Additionally, it was showcased in several Multikino cinemas (Vue Entertainment), where viewers had the opportunity to watch the final showdown between teams G2 Esports and Fnatic. The broadcast of the final matches generated nearly one million views and 380,000 total watched hours.

The LEC represents the most significant League of Legends competition in the Europe, the Middle East and Africa regions, drawing significant attention each year. This year, 2023, was particularly notable due to changes in the competition format, now consisting of three splits (winter, spring, and summer) and a final split. The broadcasts that ESE produced during all of the seasons garnered a total of nearly 9 million views and over 3.7 million watched hours, demonstrating a strong interest in the game League of Legends and the high-quality production by ESE.

Konrad Wasiela, CEO of ESE Entertainment, commented “Our recent production for the LEC is a testament to our ability to capture and engage a substantial audience. The nearly one million views and 380,000 watched hours generated from the final matches alone are indicative of the robust interest and engagement we can foster. Our focus continues to be on becoming a recognized global leader in technology and entertainment, and a key component is driving strong viewer metrics. These not only reflect our capability in delivering compelling content but also create a solid foundation for attractive advertising and sponsorship opportunities that can add higher margins to our growth trajectory.”

ESE Entertainment Announces Option Grants

ESE also announces that is has granted a total of 1,700,000 options ("**Options**") to purchase common shares in the capital of the Company ("**Common Shares**") to certain employees, consultants, officers and directors of the Company under its equity incentive plan (the “**Plan**”). The granted Options are exercisable at a price of $0.155 per share and expire five years from the date of grant. All of the Options vest on the date of grant.

Of the Options granted, 850,000 Options were granted to directors and officers of the Company. The Company relied on section 5.5(b) of Multilateral Instrument 61-101 - *Protection of Minority Security Holders in Special Transactions* ("**MI 61-101**") as the exemption from the formal valuation requirements of MI 61-101 and TSX Venture Exchange Policy 5.9 in respect of the Options grant to the directors and officers of the Company, as no securities of the Company are listed on a specified market as defined in MI 61-101. The Company relied on section 5.7(1)(a) of MI 61-101 as the exemption from the minority approval requirements of MI 61-101 and TSX Venture Exchange Policy 5.9 in respect of the Options grant to the directors and officers of the Company, as neither the fair market value of the subject matter of, nor the fair market value of the consideration for, the Options granted to the directors and officers of the Company exceeded 25% of the Company's market capitalization.

ESE Entertainment Inc.
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About ESE Entertainment Inc.

ESE is a global technology company focused on gaming. The Company provides a range of services to leading video game developers, publishers, and brands by providing technology, infrastructure, and fan engagement services internationally. ESE also operates its own ecommerce channels, esports teams, and gaming leagues. **|** www.esegaming.com

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, statements with respect to the exercise of the Options. 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 forgoing) 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.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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For further information about ESE, please contact:
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