

ESE Subsidiary Digital Motorsports Signs 3-Year Partnership with Silverstone Museum, based at BGP circuit, Silverstone

VANCOUVER, British Columbia, August 8, 2023 - **ESE Entertainment Inc.** (“ESE” or the “Company”) (TSXV: ESE) (OTCQX: ENTEF) is pleased to announce that the Company’s subsidiary, Digital Motorsports (“DMS” or “**Digital Motorsports**”), has partnered with the Silverstone Museum, an interactive motorsports visitor attraction located at the entrance to the world-famous Silverstone Circuit in Northamptonshire, UK.

Pursuant to the partnership, the Silverstone Museum will be utilising Digital Motorsports’ simulators in their state-of-the-art racing simulation facility. The Silverstone Museum has an annual footfall of over 200,000 visitors per year, and attracts some of the largest motorsports teams, drivers, owners and partners from across the globe during race season. The museum will also act as a new UK showroom for Digital-Motorsports.com, allowing more, easier domestic client consultations and will also be available for corporate bookings both through the museum directly and Digital Motorsports’s website, further growing its events offerings and division.

Konrad Wasiela, CEO of ESE, commented, *“As we embark on this exciting three-year partnership with the Silverstone Museum, our focus is to seamlessly merge cutting-edge technology with the storied past of motorsport. Our advanced simulators are designed to provide an authentic racing experience, enabling visitors to feel the thrill of the track in a way previously unimaginable. We're not just providing a service, we're innovating the future of interactive experiences. We're eager to continue to elevate the standards of simulation, delivering an unrivaled experience for all visitors.”*

Rachel James, Head of Marketing, Silverstone Museum, said *“The recently enhanced sim-suite at the museum is one of the most popular elements of our attraction. It has been significantly revamped and the introduction of our new simulators, supplied by Digital Motorsports, ensure we can continue to meet the increased demand and deliver the best quality experience for our visitors. The new sims offer excellent team building and corporate events opportunities for businesses and will also be incorporated in future educational workshops. Digital Motorsports are the perfect partner in this latest museum collaboration and are committed to helping us deliver one of the best sim facilities in the UK.”*

About Silverstone Museum

Silverstone Museum has over 60 hands-on exhibits where visitors can try out a wide variety of activities – from operating a wind tunnel, piloting a Wellington bomber, taking part in a pit stop and climbing into a replica Grand Prix car. Visitors can even see whether they have got what it takes to commentate on a Formula 1 Grand Prix. In addition to the hands-on fun, the museum features some of the most iconic cars and bikes that have played a part in the 70-year history of Silverstone circuit including Mansell’s iconic “Red 5”, an E.R.A from the first ever Grand Prix held at the venue in 1948 and Barry Sheene’s 1979 Suzuki motorbike. Rounding off a visit is a thrilling immersive film show – the ultimate lap of Silverstone – bringing together some of the circuit’s most famous racing moments with commentary from Murray Walker, Martin Brundle and David Croft.

Update on Letter of Intent

The Company also announces, further to its press release dated March 29, 2023, that it has decided not to proceed with the proposed sale of its subsidiaries, Auto Simulation Limited dba Digital Motorsports and Frenzy sp. Z.o.o., at this time. There are no termination fees payable in connection with the termination of the letter of intent related to the proposed sale.

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About ESE Entertainment Inc.

ESE is a global technology company focused on gaming and esports. 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

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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 growth of DMS's events division and offerings, and the benefits of DMS's partnership with the Silverstone Museum. 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, including that a binding agreement may not be entered into with respect to the Transaction, and that even if a binding agreement is entered into that the Transaction may not be completed. 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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