

Daniel Garcia
Stacey Suver
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NBA or MOBA? More Big Names from the NBA Investing \$10+ Million into the Growing Industry of E-Sports

NBA Championship Finalists Golden State Warriors and Cleveland Cavaliers Recently Join as Two of the Ten Teams Representing the League of Legends Professional Scene

LOS ANGELES, CA, Nov. 22, 2017 – Riot Games, a video game development company, and also a division of Tencent Holdings Ltd. based in China, has announced today that they will be including the new teams of the Golden Guardians and 100 Thieves in their North American League Championship Series, both of which are backed up by owners Joe Lacob of the Golden State Warriors and Dan Gilbert of the Cleveland Cavaliers respectively. In recent weeks, other big sports names such as the Houston Rockets and the Dolan Family (New York Knicks owner) have also invested into the League of Legends scene with the creation of the new team Clutch Gaming and the acquisition of one of the league's longest-running teams Counter Logic Gaming.

Earlier this year, Riot Games has announced that they would be switching their pro eSports league into a franchise model in order to allow for long-term investment and stability into the scene and allow more financial security for team owners and players. The North American League Championship Series, or NA LCS for short, is one of League of Legends' eSports leagues and was previously operated by a promotion/relegation model in which lower ranked teams out of ten had to fight for spots in the league against the top teams in the league's North American Championship Series, or NA CS. This announcement has led to a number of NBA teams expressing interest into investing in eSports, particularly the League of Legends scene, due to its enormous and growing popularity worldwide.

The new teams of the Golden Guardians and 100 Thieves are only some of the few teams looking to make a statement for the league's current and new fans in the upcoming season starting in January, 2018. "As we take our first steps onto the Rift as the Golden Guardians, we're excited to join the NA LCS and the League of Legends eSports community," said Kirk Lacob, assistant general manager and vice president of the Golden State Warriors' GSW Sports Ventures. In addition, these teams will also be looking to make a name for themselves in a community already filled with growing support towards the league's most popular and successful team, Team SoloMid or TSM, as well as new and returning teams of the eSports scene such as Cloud 9, FlyQuest, Echo Fox, Team Liquid, Optic Gaming, and Counter Logic Gaming. In a statement made again by Kirk Lacob, "We are approaching our membership in this elite eSports community with respect and admiration. It's our hope to bring our championship sports roots to our new playing field and contribute to growing the league on a global level."

About Riot Games:

Riot Games was founded in 2006 as an indie game developing company by Brandon Beck and Marc Merrill in Los Angeles, California. League of Legends, a game developed by Riot Games,

was released to the public in October 27, 2009 as the company's only Multiplayer Online Battle Arena game, or MOBA. From having 5 million monthly players back in 2011 to now amassing 81 million monthly players worldwide in 2017, League of Legends has established itself as one of the most successful eSports video games of all time. The company's mission statement of "We aspire to be the most player-focused game company in the world." has held merit as it has allowed to them to grow and appeal to millions of players and viewers worldwide. For more information, visit <https://www.riotgames.com/>.

Press Contact Information:

Email: media@riotgames.com