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BRANDING REVEALED FOR MINNESOTA RØKKR, ESPORTS TEAM IN CALL OF DUTY LEAGUE™; PLANS ANNOUNCED TO HOST FIRST EVENT OF LEAGUE'S INAUGURAL SEASON

EAGAN, Minn., October 29, 2019.

Today, WISE Ventures Esports announced the brand identity of their new esports team in Activision-Blizzard's Call of Duty League™: RøkkR.

The ownership group, which includes the Wilf family (owners of the Minnesota Vikings) and serial entrepreneur, Chairman of VaynerX and CEO of VaynerMedia Gary Vaynerchuk, was also thrilled to announce that the inaugural season of the Call of Duty League will begin with the Call of Duty League Launch Weekend at the Minneapolis Armory on January 24-26, 2020, in Minneapolis, Minnesota.

About the Minnesota RøkkR Name and Branding:

RøkkR, pronounced "rocker," is an old Norse word for "twilight," commonly associated with RagnarøkkR (Ragnarok), the end of the world or "Twilight of the Gods" in Norse mythology. The logo is a mysterious helmeted figure emerging from shadows of deep purple and black, ready to join the mythical battle. The glint of blue along the right side and horns represents moonlight, both lighting the figure and glowing intensely from within the blue eye. These elements are inspired by the lore of the north and a fierceness embodied by our team's players.

"When we started the process, our goal was to create a brand that was unique and not something that you would find in traditional sports. If it could be a high school mascot, we crossed it off the list" said Brett Diamond, Chief Operating Officer of Minnesota RøkkR and WISE Ventures Esports. "We were also looking for a name with subtle ties to the Vikings and the heritage of our region, which led us down a path of names associated with Norse mythology."

The concept and RøkkR logo was designed by True North Creative, under the direction of Erin Swartz. Annie Scott Riley, Vice President of Marketing and Creative for Minnesota RøkkR and WISE Ventures Esports joined the organization in September and oversaw the development of the brand reveal video and other content and collateral. "When we show people the branding, they usually

express a little surprise. The character is unsettling. We wanted to play with that,” said Riley. “The logo character is very dark, but never malevolent. In the reveal video, we brought in elements like street art, the aurora borealis and of course twilight, gaming and Call of Duty itself. There were a lot of ingredients that felt right to us, and it resulted in this collage of influences that really communicates our unique story and vibe. We hope it will give people that thrill we felt when we first saw the branding, and make them proud to have Røkkkr as their team.”

The Minnesota Røkkkr has a roster of seven players, who will practice at a new facility being built in Eagan, Minn. on the Viking Lakes campus. The seven players signed to date are (gamer names in parentheses):

- Justin Fargo-Palmer (SiLLY)
- Adam Garcia (Assault)
- Adam Brown (GodRx)
- Alex Carpenter (Alexx)
- Obaid Asim (Asim)
- Kaden Stockdale (Exceed)
- Devin Robinson (TTinyy)

About hosting the Call of Duty League Launch Weekend

In hosting the Call of Duty League Launch Weekend, Minnesota Røkkkr will be bringing a major esports event to the region for the first time.

“It is an honor to host the inaugural weekend of the Call of Duty League and welcome our ownership partners, players, and most importantly, our fans. We have been craving an esports event of this caliber in Minneapolis-St. Paul. With the success this community has in hosting world class events, we are excited to put on an incredible fan experience to launch the Call of Duty League” said Jonathan Wilf, President and Ownership Partner of Minnesota Røkkkr.

“We are thrilled to debut the Call of Duty League in Minnesota in partnership with the Wilf family and everyone at WISE Ventures,” said Johanna Faries, Commissioner of the Call of Duty League. “Bringing together all 12 pro teams and the amateur community together for this special moment will usher in a new era for Call of Duty esports.”

The event will feature all of the league’s 12 teams coming to Minneapolis to compete over a three-day period. Fans can register to receive more information and details on spectator ticket sales by signing up for updates at <https://rokkr.callofdutyleague.com>.

“This is an incredible opportunity to put the Twin Cities on the map as a destination for the highest level of esports competitions. It is also the perfect way to introduce Minnesota Røkkkr to the esports community and anyone interested in seeing what these events are all about,” said Diamond. “Creating an exceptional experience for fans is our top priority, whether they are attending our events or engaging with our team in social media.”

Minnesota Røkkkr staff worked closely with Sports Minneapolis to secure the event. “We’re excited to welcome the Call of Duty League Launch Weekend to Minneapolis and can’t wait to show off everything the city has to offer,” said Matt Meunier, Director of Sports Minneapolis. “Our goal is to secure sporting events to highlight our community, and the first event of the Call of Duty League certainly fits that bill. We’re looking to position Minneapolis as a destination for future esports competitions, and this event will go a long way towards achieving that goal.”

Additional information on the Call of Duty League can be found at <https://callofdutyleague.com/en-us/>.

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About WISE Ventures Esports and WISE Ventures

WISE Ventures Esports is based in Eagan, Minnesota and operates the Minnesota Røkkkr Call of Duty League team. WISE Ventures is an investment fund based in Manhattan focused on early and growth stage investment opportunities that leverage its strategic value. Led by an ownership group with deep sports & entertainment and real estate experience, WISE is able to assess, champion, and add value to next-gen companies in those industries. The organization is built on the foundation of an innovative and visionary culture coupled with a committed team of talented people. WISE Ventures brings unmatched value to its companies through its deep industry networks and world-class management experience.

About Call of Duty League

Call of Duty League™ is the official esports league of the Call of Duty® franchise, from publisher Activision. The inaugural season of Call of Duty League includes 12 teams from four countries and spotlights the best Call of Duty esports players from around the world. Call of Duty League launches in 2020, and will feature fresh ways for pro players, amateurs, and fans to come together around one of the world’s most beloved games. For more information, visit callofdutyleague.com.

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About The Armory

Originally built in 1935 -1936 for use by the National Guard and also as an event space, The Armory's construction preserves the historical integrity of the past, while retaining the ability to curate large scale production and arena style shows in an intimate setting. The Armory is one of the most versatile and modular venues in the United States. The Armory team focuses on curating both the ultimate fan and the artist experience. The Armory hosts live concerts, comedy, MMA, boxing, basketball, trade shows, award ceremonies, corporate events and galas, and other private celebrations. The Armory as it is today hosted it's first series of sold out live concerts in December 2017, and since then has produced over 150 events, and seen nearly 750,000 guests through its doors.