



Alpha Esports Tech to Host NJD Gaming Challenge in Partnership with the New Jersey Devils

Alpha Esports Tech and the New Jersey Devils resumes partnership to run PlayStation and Xbox NHL 22 Tournaments

VANCOUVER, B.C. (November 12, 2021) – Alpha Esports Tech Inc. (CSE: [ALPA](#)) (FSE: [9HN](#)), (OTC PINK: [APETF](#)) (“Alpha” or the “Company”), a technology company that focuses on emerging markets in esports, mobile gaming, commerce, blockchain, and high growth opportunities, is proud to announce that Alpha and the New Jersey Devils (“Devils”) are continuing their [previously announced](#) partnership by running two separate NHL 22 tournaments on November 14th, 2021.

Using Alpha’s gaming platform, [GamerzArena](#), The Devils and Alpha will run a PlayStation 5 tournament and an Xbox Series X/S tournament. The tournament will allow users from New Jersey, New York, Pennsylvania, and Connecticut to compete on [GamerzArena](#). The finalists for each tournament will be selected to play their final match up at the Prudential Center, the home of the New Jersey Devils.

Many traditional sports franchises are looking for ways to engage with society’s younger generation and the Devils believe that GamerzArena can assist them with that goal, through esports. Alpha will use this partnership to target user acquisition and onboard users to Alpha’s subscription service, [GamerzArena+](#).

“The New Jersey Devils are one of the NHL’s most popular and storied franchises and Alpha is proud to lead this new esports venture with the Devils,” said interim CEO of Alpha, Matthew Schmidt. “Alpha was able to see a significant boost in user acquisition from our last event with the Devils and we expect even better results from this latest event.”

About Alpha Esports Tech Inc.

Alpha Esports Tech Inc. is a technology company that focuses on emerging industries in esports, mobile gaming, ecommerce and other high growth opportunities. Through a strong portfolio of technology assets and products such as GamerzArena, Alpha Esports Tech brings a unique mass-appeal focus to modern gaming platforms. Learn more at: www.alphatech.inc

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On Behalf of The Board of Directors

Jonathan Anastas

Chairman and Director

Forward Looking Statement



This news release contains "forward-looking information" within the meaning of applicable securities laws relating to statements regarding the Company's business, products and future of the Company's business. Although the Company believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. Readers are cautioned not to place undue reliance on forward-looking information. Such forward-looking statements are subject to risks and uncertainties that may cause actual results, performance and developments to differ materially from those contemplated by these statements depending on, among other things, the risks that the Company's products and plan will vary from those stated in this news release and the Company may not be able to carry out its business plans as expected. Except as required by law, the Company expressly disclaims any obligation and does not intend to update any forward-looking statements or forward-looking information in this news release. Although the Company believes that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. The statements in this news release are made as of the date of this release.

The CSE has not reviewed, approved or disapproved the content of this press release

