

Ryan Nowack Joins GameOn Entertainment Technologies as Vice President of Partnerships

Nowack boasts a strong sports and entertainment background driving revenue-generating partnerships for Madison Square Garden, the New York Knicks and the New York Rangers.

Vancouver, British Columbia--(Newsfile Corp. - July 7, 2021) - GameOn Entertainment Technologies (CSE:GET) ("GameOn" or "the Company"), the leader in providing broadcasters, TV networks, OTT platforms, leagues, tournaments and sportsbooks with interactive, social experiences around sports, TV and live events, is pleased today to announce Ryan Nowack as Vice President of Partnerships.

Nowack joins GameOn after nearly seven years at The Madison Square Garden Company, where he most recently served as Director of Marketing Partnership Sales. The Madison Square Garden Company owns properties including Madison Square Garden, the New York Knicks, the New York Rangers and Radio City Music Hall.

"I'm thrilled to join GameOn to spearhead new partnerships and drive revenue, while delivering value for our partners and making live sports and entertainment more engaging and rewarding for fans," Nowack said.

During his tenure with The Madison Square Garden Company, [Nowack](#) helped facilitate deals with IKEA, Jagermeister, UNIQLO, Talbots and Motorola Solutions. He joined The Madison Square Garden Company in November 2014 as Coordinator of Team Sales before being promoted to Manager of Team Partnership Sales in 2016. Prior to joining the MSG team, Nowack worked in strategic marketing and partnerships at LeadDog Marketing Group, now part of CSM Sports & Entertainment.

"Having validated our product with global partners, we're excited to scale our efforts with key personnel in leadership roles," said Matt Bailey, CEO of GameOn. "Ryan fits that bill perfectly. I'm excited to see him drive revenue as we continue to power the most-watched content in the world with the most innovative predictive gaming technologies," said Bailey.

GameOn has a dynamic and experienced management team led by its CEO, Matt Bailey (Brooklyn Nets, Barclays Center) and board members J Moses (Take-Two Interactive), Shafin Tejani (Victory Square Technologies), Liz Schimel (Apple News) and Carey Dillen (YYoga). The Company began trading on the Canadian Securities Exchange (CSE) under the symbol 'GET' on June 1, 2021, and recently announced an exclusive partnership with Indian entertainment super app MX Player that will introduce cricket prediction games for mobile.

GameOn also announces that it has retained Digitonic Ltd., an arm's-length party to the Company and a leading investor relations and mobile marketing firm based in Glasgow, Scotland, to provide marketing services focused on the North American markets. Under the agreement, Digitonic is to provide content creation, distribution, and advertising services in North America. The Company agrees to pay the service provider up to US\$150,000 over a one-month period.

On behalf of the Board of Directors:

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ABOUT GAMEON ENTERTAINMENT TECHNOLOGIES INC.

GameOn Entertainment Technologies Inc. (CSE: GET) powers the best content in the world with the most innovative predictive gaming technologies. GameOn provides broadcasters, TV networks, OTT platforms, leagues, tournaments and sportsbooks with interactive, social experiences around sports, television and live events. Since completing the Comcast NBCUniversal LIFT Labs Accelerator, powered by Techstars in 2018, GameOn has secured white label projects with several partners in sports and entertainment.

FORWARD-LOOKING INFORMATION

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking information") within the meaning of applicable securities laws. Forward-looking information is generally identifiable by use of the words "believes," "may," "plans," "will," "anticipates," "intends," "could," "estimates," "expects," "forecasts," "projects" and similar expressions, and the negative of such expressions. Forward-looking information in this news release include statements about GameOn's listing and commencement of trading on the CSE.

Forward-looking information is subject to known and unknown risks, uncertainties and other factors that may cause the Company's actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information. Forward-looking information is based on the reasonable assumptions, estimates, analysis and opinions of management made in light of its experience and perception of trends, current conditions and expected developments, and other factors that management believes are relevant and reasonable in the circumstances at the date such statements are made. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking information. All forward-looking information herein is qualified in its entirety by this cautionary statement, and GameOn disclaims any obligation to revise or update any such forward-looking information or to publicly announce the result of any revisions to any of the forward-looking information contained herein to reflect future results, events or developments, except as required by law.

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