

Buffalo Wild Wings Inc. Logo

Buffalo Wild Wings® Announces First-Ever Esports Team Partnership with Team Dignitas

October 17, 2017

Relationship Kicks off with All-Day Live Stream and Amateur Tournament at TwitchCon

MINNEAPOLIS--(BUSINESS WIRE)--Oct. 17, 2017-- Buffalo Wild Wings Inc. (NASDAQ: BWLD) announced today a partnership with [Team Dignitas](#), an internationally recognized esports organization. Through the partnership, Buffalo Wild Wings becomes the "Official Hangout for Team Dignitas" and receives prominent logo placement on the sleeve of Team Dignitas jerseys, player appearances at restaurants, exclusive content featuring players, and branding on monthly Team Dignitas live streams on Twitch and Facebook.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171017006669/en/>



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"Buffalo Wild Wings and Team Dignitas are two iconic brands that have a shared passion for supporting and encouraging fans' passion for competition," said Chad Biggs, Harris Blitzer Sports and Entertainment senior vice president of marketing partnerships. "Through this partnership, we've created activations that will engage and excite the growing esports community across platforms. We anticipate a strong showing at our first co-branded, live tournament at TwitchCon and look forward to announcing more details surrounding our first online tournament with Buffalo Wild Wings."

About Buffalo Wild Wings

Buffalo Wild Wings, Inc., founded in 1982 and headquartered in Minneapolis, is a growing owner, operator and franchisor of Buffalo Wild Wings® restaurants featuring a variety of boldly-flavored, made-to-order menu items including its namesake Buffalo, New York-style chicken wings. The Buffalo Wild Wings menu specializes in 21 mouth-watering signature sauces and seasonings with flavor sensations ranging from Sweet BBQ™ to Blazin'®. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country. There are currently more than 1,230 Buffalo Wild Wings locations across the world.

To stay up-to-date on all the latest events and offers for sports fans and wing lovers, follow Buffalo Wild Wings on [Facebook](#), [Twitter](#) and [Instagram](#) and visit www.BuffaloWildWings.com.

About Team Dignitas

Team Dignitas is an international esports team with one of the most iconic and recognizable brands in the professional gaming industry. Managed by gaming industry veterans Chairman Greg Richardson, Chief Executive Officer Jonathan Kemp and President Michael O'Dell, Team Dignitas' highly talented and dedicated international squad of players are recognized across the globe for tournament winning endeavors. Team Dignitas' innovative and authentic brand position offers a premier opportunity for partners seeking a direct portal into the gaming and esports market. Team Dignitas was originally formed in September 2003 with the merger of two Battlefield 1942 teams. In September 2016 the new Team Dignitas merged with League of Legends powerhouse Team Apex and was acquired by the Philadelphia 76ers of the National Basketball Association. Team Dignitas is a part of the Harris Blitzer Sports and Entertainment family of innovative and competitive holdings owned by an investor group led by Managing General Partner Josh Harris and Co-Managing Partner David Blitzer, which also includes the New Jersey Devils of the National Hockey League, Crystal Palace of the Premier League and the Prudential Center, a 18,000 seat, state-of-the-art, multi-purpose arena in Newark, N.J.

The partnership will officially kick off with the first "Buffalo Wild Wings Stream of the Month" when popular Team Dignitas streamer Elle "Ellektrikk" Lockyer conducts an all-day live stream on [Twitch](#) on Wednesday, October 18 from 10:30 a.m. EST to 7 p.m. EST. Buffalo Wild Wings and Team Dignitas will also present a 1v1 amateur League of Legends tournament at TwitchCon this weekend and host an online amateur tournament in the coming months.

"We're excited to expand our support of the rapidly growing esports community through a partnership with one of the most recognizable and successful teams playing today in Team Dignitas," said Bob Ruhland, vice president of marketing for Buffalo Wild Wings. "Buffalo Wild Wings is always looking for new ways to celebrate competition in our restaurants, while supporting our Fans' passion for sports of all kinds."

The highly anticipated, three-hour *1v1 Amateur Legends Tournament and Team Dignitas Showdown*, presented by Buffalo Wild Wings, takes place at [TwitchCon](#) on Sunday, Oct. 22. The first 16 TwitchCon attendees interested in participating, who have reached level 30 in one of esports' most popular games, can sign up with Team Dignitas representatives roaming the esports arena at TwitchCon. Tournament participants will receive a custom gift bag, and the winner will take home a grand prize package, consisting of a \$300 Buffalo Wild Wings gift card and Team Dignitas-branded merchandise. Team Dignitas players, [Terry "Big" Chuong](#), and [Adrian "Adrian" Ma](#), will compete head-to-head with finalists in front of the audience. Fans around the world can follow the action live on [Twitch](#).

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Source: Buffalo Wild Wings Inc.

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