



FAZE CLAN ANNOUNCES PARTNERSHIP RENEWAL WITH McDONALD'S USA

August 31, 2022

LOS ANGELES, Aug. 31, 2022 /PRNewswire/ -- FaZe Holdings Inc. (Nasdaq: FAZE) ("FaZe Clan"), the lifestyle and media platform rooted in gaming and youth culture, announced today the renewal of its partnership with McDonald's USA. The partnership, which began last year, will continue to focus on innovative ways to connect with the next generation of gamers and will advance successful campaigns from the past year while launching new initiatives.



To kick off the renewed partnership, FaZe Clan and McDonald's will have a presence at PAX West this weekend, a gaming convention in Seattle, WA. McDonald's will be hosting activities for fans at their booth, including a meet-and-greet with FaZe talent, and sponsoring a showcase that gives FaZe talent the opportunity to preview and play new and soon-to-be-released games at the convention.

"McDonald's has been an exceptional partner for FaZe Clan, as they understand the creativity and authenticity needed to engage with a younger, diverse audience," said Lee Trink, CEO of FaZe Holdings, Inc. "I'm thrilled to renew our partnership with McDonald's USA, as we bring together FaZe Clan's community with McDonald's brand power."

FaZe Clan and McDonald's will continue to create content activations that capture the diverse stories of FaZe Clan members while elevating voices of underrepresented groups in the gaming industry. The partnership will include exclusive new original content and IP featuring FaZe talent, building on successful campaigns from last year, such as the FaZe Clan x McDonald's "Spotlight" series, which drew over 2.4 million total views, and the "Friendsgaming" livestream event that drew in over 300,000 live viewers.

In addition to the "Spotlight" series and "Friendsgaming" campaign, McDonald's also participated in FaZe Clan's "FaZe Member for a Day" campaign by changing their Twitter account to "FaZe McDonalds," demonstrating McDonald's deep understanding of internet culture through an authentic online moment.

"Collaborating with a gaming platform of FaZe Clan's influence and credibility provides a unique opportunity for us to collaborate on original programs that honor the diverse interests of our fans," said Veronica Thompson, Director of Cultural Engagement and Activations at McDonald's USA. "We're excited to continue our partnership with FaZe Clan this year as we deepen the engagement between McDonald's brand and gaming fans."

ABOUT FAZE CLAN

FaZe Clan (NASDAQ: FAZE) is a digital-native lifestyle and media platform rooted in gaming and youth culture, reimagining traditional entertainment for the next generation. Founded in 2010 by a group of kids on the internet, FaZe Clan was created for and by Gen Z and Millennials, and today operates across multiple verticals with transformative content, tier-one brand partnerships, a collective of notable talent, and fashion and consumer products. Reaching over 500 million followers across social platforms globally, FaZe Clan delivers a wide variety of entertainment spanning video blogs, lifestyle and branded content, gaming highlights and live streams of highly competitive gaming tournaments. FaZe Clan's roster of more than 100 influential personalities consists of engaging content creators, esports professionals, world-class gamers and a mix of talent who go beyond the world of gaming, including NFL star Kyler "FaZe K1" Murray, LeBron "FaZe Bronny" James Jr., Lil Yachty aka "FaZe Boat", Offset aka "FaZe Offset" and Snoop Dogg aka "FaZe Snoop." Its gaming division includes 11 competitive esports teams who have won 35 world championships. The content of any website referenced or hyperlinked in this communication is neither incorporated into, nor part of, this communication. For more information, visit www.fazeclan.com, investor.fazeclan.com and follow FaZe Clan on [Twitter](#), [Instagram](#), [YouTube](#), [TikTok](#), and [Twitch](#).

ABOUT McDONALD'S USA

McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to millions of customers every day. Ninety-five percent of McDonald's approximately 13,500 U.S. restaurants are owned and operated by independent business owners. For more information, visit www.mcdonalds.com, or follow us on Twitter @McDonalds and on Facebook at www.facebook.com/mcdonalds.

FORWARD LOOKING STATEMENTS:

The information in this communication includes "forward-looking statements" pursuant to the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. All statements, other than statements of present or historical fact included in this communication, regarding the company's strategy, future operations and financial performance, market opportunity prospects, plans and objectives of management are forward-looking statements. These forward-looking statements generally are identified by the words "budget," "could," "forecast," "future," "might," "outlook," "plan," "possible," "potential," "predict," "project," "seem," "seek," "strive," "would," "should," "may," "believe," "intend," "expects," "will," "projected," "continue," "increase," and/or similar expressions that concern strategy, plans or intentions, but the absence of these words does not mean that a

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These forward-looking statements are based on various assumptions, whether or not identified herein, and on the current expectations of management and are not predictions of actual performance. Because forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions, whether or not identified in this communication, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Many factors could cause actual results and condition (financial or otherwise) to differ materially from those indicated in the forward-looking statements. These forward-looking statements are provided for illustrative purposes only and are not intended to serve as, and must not be relied on by any investor as, a guarantee, an assurance, a prediction or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and circumstances are beyond the control of the company. Forward-looking statements speak only as of the date they are made. While FaZe Clan may elect to update these forward-looking statements at some point in the future, FaZe Clan specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing FaZe Clan's assessments as of any date subsequent to the date of this communication. Accordingly, undue reliance should not be placed upon the forward-looking statements.

Press Contacts:

FaZe Clan: chelsey.northern@fazeclan.com + chloe.snyder@fazeclan.com

McDonalds USA: press@us.mcd.com

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