
AXE and ELEAGUE Forge Multi-Platform Partnership

Thursday, April 4, 2019

Official Personal Care Partner of ELEAGUE to Sponsor First-Ever ELEAGUE x Rocket League Game Zone presented by AXE, April 5-8, at the Final Four Fan Fest Presented by Capital One

AXE, a men's grooming brand, has partnered with ELEAGUE and will serve as the Official Personal Care Partner of ELEAGUE.

The collaboration will include a number of promotional and marketing initiatives across television, digital, social, and on-site at competitions, putting AXE's full line of body sprays, deodorants, anti-perspirants, body washes, shampoos and styling products front and center with ELEAGUE's scores of highly-engaged fans - reaching more than 52 million people each month across linear and digital platforms.

"As ELEAGUE continues to innovate with new fan experiences, we are thrilled to bring on brands like AXE that really get the excitement of esports," says **Seth Ladetsky, senior vice president of sales for Turner Sports**. "They are a perfect fit to activate around ELEAGUE's young and passionate audiences."

With the sponsorship already underway, the men's grooming brand will be activating around the first-ever [ELEAGUE x Rocket League Game Zone presented by AXE](#), taking place within the [Final Four Fan Fest presented by Capital One](#), **Friday-Monday, April 5-8**, at the **Minneapolis Convention Center**.

The event will feature the four top-performing teams from Psyonix's *Collegiate Rocket League* competition in a head-to-head exhibition, **Sunday, April 7**, beginning at **3 p.m. ET / 2 p.m. CT**. This inaugural *ELEAGUE CRL Spring Invitational* will be live streamed across [Twitch](#) and [ELEAGUE.com](#). Additionally, **TBS** will televise a feature show highlighting the showdown's top moments, **Friday, April 12**, at **11 p.m. ET/PT**.

Additionally, AXE and ELEAGUE will create custom content features, including ***You're Hotter When You're Chill presented by AXE***, which features players in candid conversations about how they keep calm during critical in-game situations. These features will be integrated within live and on demand coverage throughout the year across tournaments and on ELEAGUE's social pages.

To receive updates on the latest news on ELEAGUE, visit [ELEAGUE.com](#), and join the conversation on Facebook ([facebook.com/eleaguetv](#)) and Twitter ([@ELEAGUETV](#)). For more on AXE, visit Instagram ([@AXE](#)) and Twitter ([@AXE](#)).

**Source: comScore Media Metrix; Multi-Platform data; Audience Duplication Report. January 2019*

About ELEAGUE

ELEAGUE - formed in partnership between Turner Sports, a division of WarnerMedia, and IMG - is a premium esports content and live tournament brand that has aligned with some of the most popular

titles in the business through its first three years: *Counter-Strike: Global Offensive* – including the hosting of two *CS:GO* Major Championships – *Overwatch*®, *Call of Duty: Black Ops 4*, *Street Fighter*® *V: Arcade Edition*, *Dota 2*, *EA SPORTS FIFA 19*, *NBA 2K Playgrounds 2*, *Injustice 2*, *Rocket League*, *TEKKEN*® 7 and *Formula E*. With a focus on innovative production capabilities, storytelling and exploring compelling narratives surrounding star teams and players, ELEAGUE has generated record levels of engagement with its content and positive reaction throughout the esports community since its launch in 2016.

About AXE®

AXE, the No. 1 men's fragrance brand in the world*, champions individuality and self-expression by encouraging guys to embrace their personal style. With a full line of grooming products including daily fragrance sprays, deodorants, anti-perspirants, shower gels, shampoos and styling products, AXE gives guys the tools to express what makes them unique, authentic and ultimately attractive to the world around them. Visit AXE at AXE.com and follow us on Twitter, Instagram, Tumblr, and Facebook to get access to exclusive content, special promotions, and more.

*Source Euromonitor International Limited; Beauty and Personal Care 2017 edition; as per Men's Deodorants & Men's Fragrances retail value sales combined; UBN; 2016 data; Lynx includes all AXE/Lynx/Ego sales

About Unilever United States, Inc.

Unilever is one of the world's leading suppliers of Beauty & Personal Care, Home Care, and Foods & Refreshment products with sales in over 190 countries and reaching 2.5 billion consumers a day. In the United States, the portfolio includes brand icons such as Axe, Ben & Jerry's, Breyers, Caress, Degree, Dollar Shave Club, Dove, Good Humor, Hellmann's, Klondike, Knorr, Lever 2000, Lipton, Love Beauty and Planet, Magnum, Nexxus, Noxzema, Pond's, Popsicle, Pure Leaf, Q-tips, Schmidt's Naturals, Seventh Generation, Simple, Sir Kensington's, St. Ives, Suave, Sundial Brands, Talenti Gelato & Sorbetto, TAZO, TIGI, TONI&GUY, TRESemmé and Vaseline. All of the preceding brand names are trademarks or registered trademarks of the Unilever Group of Companies.

Unilever employs approximately 8,000 people in the United States – generating more than \$9 billion in sales in 2017.

Unilever's Sustainable Living Plan underpins the company's strategy and commits to:

- Helping more than a billion people take action to improve their health and well-being by 2020.
- Halving the environmental impact of our products by 2030.
- Enhancing the livelihoods of millions of people by 2020.

The USLP creates value by driving growth and trust, eliminating costs and reducing risks. Globally, the company's sustainable living brands grew 46% faster than the rest of the business and delivered more than 70% of the company's growth in 2017.

For more information on Unilever U.S., its brands, and the Unilever Sustainable Living Plan visit:

www.unileverusa.com.

Publicity Contacts

Gerry Manolatos

Director, Turner Business Communications

212.275.5041

Gerry.Manolatos@Turner.com