



## FAZE CLAN ENTERS THE METAVERSE IN PARTNERSHIP WITH THE SANDBOX TO BRING "FAZE WORLD" TO LIFE

September 15, 2022

***The Sandbox Will Hold a LAND Sale Around FaZe World to Be Announced Later This Year***

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LOS ANGELES, Sept. 15, 2022 /PRNewswire/ -- FaZe Holdings Inc. (Nasdaq: FAZE) ("FaZe Clan"), the lifestyle and media platform rooted in gaming and youth culture, today announced a strategic partnership with [The Sandbox](#), a leading decentralized gaming virtual world and a subsidiary of [Animoca Brands](#). The partnership marks FaZe Clan's official inaugural entry into the metaverse.



The partnership is anchored around the development of FaZe Clan's 12 x 12 plot of LAND named "FaZe World," a virtual land encompassing the lifestyle and culture of FaZe Clan. The two companies will co-produce experiences for the FaZe community in *The Sandbox* by building digital infrastructure, virtual events, games, and digital product releases. This partnership will open the door for a gamified FaZe World that allows users to experience and engage with FaZe Clan and FaZe talent and create new revenue streams for FaZe.

*The Sandbox* LANDs surrounding FaZe World will be available for individual digital real estate purchases by the public, giving FaZe Clan fans a once in a lifetime opportunity to be neighbors with one of the world's largest gaming and media organizations. To mark the occasion, *The Sandbox* will hold a LAND sale to be announced later this year. The immersive experiences of FaZe World are slated for 2023.

"FaZe Clan's leadership position at the apex of gaming and youth culture presents an ideal opportunity to build bridges and lead the gaming community at large into the metaverse," says Lee Trink, CEO of FaZe Clan. "Through FaZe World and our partnership with *The Sandbox*, our already digitally native fans can experience FaZe Clan in a new immersive way."

"FaZe Clan has established itself through the power of the gaming and esports communities as a leading gaming, esports, entertainment, and culture brand," said Sebastien Borget, Co-Founder and COO of *The Sandbox*. "We're thrilled to collaborate in bringing FaZe World to *The Sandbox* as we prepare to launch many exciting activations that put players and creators in control of the next phase of Internet culture comprising user-generated content, Web 3, metaverse, and gaming."

Part virtual real estate, part amusement park, *The Sandbox* fully embraces the idea of the metaverse as a continuous shared digital space where worlds and heroes collide to make magic. FaZe Clan, one of the world's largest gaming and lifestyle organizations, comprising the industry's leading content creators and esports teams, joins over 400 existing partnerships including Warner Music Group, Ubisoft, The Rabbids, Tony Hawk, Gucci Vault, The Walking Dead, Snoop Dogg, Adidas, Deadmau5, Steve Aoki, Richie Hawtin, The Smurfs, Care Bears, Atari, ZEPETO, and CryptoKitties, all following *The Sandbox* team's vision of empowering players to create their own experiences using both original and well-known characters and worlds.

### **ABOUT THE SANDBOX**

The Sandbox, a subsidiary of Animoca Brands, is one of the decentralized virtual worlds that has been fueling the recent growth of virtual real estate demand, having partnered with major IPs and brands including Warner Music Group, Ubisoft, The Rabbids, Gucci Vault, The Walking Dead, Snoop Dogg, Adidas, Deadmau5, Steve Aoki, Richie Hawtin, The Smurfs, Care Bears, Atari, ZEPETO, CryptoKitties, and more. Building on existing The Sandbox IP that has more than 40 million global installs on mobile, The Sandbox metaverse offers players and creators a decentralized and intuitive platform to create immersive 3D worlds and game experiences and to safely store, trade, and monetize their creations. For more information, please visit [www.sandbox.game](http://www.sandbox.game) and follow the regular updates on [Twitter](#), [Medium](#), and [Discord](#).

### **ABOUT ANIMOCA BRANDS**

Animoca Brands, a [Deloitte Tech Fast](#) winner and ranked in the Financial Times list of [High Growth Companies Asia-Pacific 2021](#), is a leader in digital entertainment, blockchain, and gamification that is working to advance digital property rights and contribute to the establishment of the open metaverse. The company develops and publishes a broad portfolio of products including the [REVV token](#) and [SAND token](#); original games including *The Sandbox*, *Crazy Kings*, and *Crazy Defense Heroes*; and products utilizing popular intellectual properties including Disney, WWE, Snoop Dogg, The Walking Dead, Power Rangers, MotoGP™, and Formula E. It has multiple subsidiaries, including [The Sandbox](#), [Blowfish Studios](#), [Quidd](#), [GAMEE](#), [nWay](#), [Pixowl](#), [Fori](#), [Lympo](#), [Grease Monkey Games](#), [Eden Games](#), [Darewise Entertainment](#), [Notre Game](#), [TinyTap](#), and [Be Media](#). Animoca Brands has a growing portfolio of more than 340 investments, including Colossal, Axie Infinity, OpenSea, Dapper Labs (NBA Top Shot), Yield Guild Games, Harmony, Alien Worlds, Star Atlas, and others. For more information visit [www.animocabrands.com](http://www.animocabrands.com) or follow on [Twitter](#) or [Facebook](#).

## **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](http://www.fazeclan.com), [investor.fazeclan.com](http://investor.fazeclan.com) and follow FaZe Clan on [Twitter](#), [Instagram](#), [YouTube](#), [TikTok](#), and [Twitch](#).

## **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 statement is not forward-looking. Such statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 and are based on the management's belief or interpretation of information currently available.

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](mailto:chelsey.northern@fazeclan.com) + [chloe.snyder@fazeclan.com](mailto:chloe.snyder@fazeclan.com) + [alana.battaglia@fazeclan.com](mailto:alana.battaglia@fazeclan.com)

**The Sandbox:** [thesandbox@the5thcolumnpr.com](mailto:thesandbox@the5thcolumnpr.com)



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