



## GHOST® and FaZe Clan™ Launch Epic GHOST® ENERGY and GHOST® GAMER Flavor: FAZE POP™

February 22, 2023

*As part of their record-breaking partnership, the brands launch a product collab that's sure to take you back*

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LOS ANGELES, Feb. 22, 2023 /PRNewswire/ -- This is what streams are made of! **GHOST**, the lifestyle brand that spans sports nutrition products, energy drinks, dietary supplements, apparel and merch, and **FaZe Clan**, the lifestyle and media platform rooted in gaming and internet culture, are taking the next step in their partnership with an exciting product collaboration. The **GHOST® x FAZE CLAN™ FAZE POP™** flavors available in both GHOST® GAMER and GHOST® ENERGY product lines.



Ready to get you in the summer spirit all year round, "FAZE POP™" is inspired by the nostalgic popsicle flavor you know and love with classic raspberry and citrus notes. Regardless, if you prefer a ready-to-drink or powdered supplement, you will be locked in to conquer the next level or whatever the day has in store for you.

**GHOST® GAMER** delivers an EPIC combo of brain-boosting nootropics and natural energy to ensure you are in the zone for an afternoon on the sticks or at the office. **GHOST® ENERGY** is the fully transparent, fully loaded, feel good energy drink you've been waiting for. Both products are vegan-friendly, soy-free, gluten-free, and contain zero-sugars.

"**GHOST® x FAZE CLAN™ FAZE POP™** has been loading from the minute we first announced the partnership nearly a year ago," said Dan Lourenco, CEO and Co-Founder of **GHOST®**. "'FAZE POP' is the first product collaboration in FaZe history that unifies the entire organization, incorporating feedback and ideas from the entire FaZe roster rather than a single creator or team member. We promised our collective communities fresh ideas and innovation and this is just the beginning."

"In our partnership with **GHOST®**, we've had a shared ambition of setting a new standard in the gaming category by creating an energy product that both of our communities will love," said Adam Bauer, FaZe Clan's SVP of Partnerships. "**GHOST® x FAZE CLAN™ FAZE POP™** is our combined take on one of the most nostalgic flavors of all time, and we believe it truly embodies the next generation of the FaZe brand."

The brands will hold giveaways across their social media channels to celebrate this partnership and product launch. Fans will have a chance to win merchandise and product!

**GHOST® x FAZE CLAN™ FAZE POP™** will be available online at [ghostlifestyle.com](https://ghostlifestyle.com) on February 22 and in-store at GNC on March 2. In addition, **GHOST® ENERGY** will be available at select 7-Eleven®, Speedway® and Stripes® stores nationwide starting February 27.

### **About GHOST**

**GHOST** is a lifestyle brand of sports nutrition products, energy drinks, dietary supplements, and apparel. **GHOST** is disrupting the sports nutrition industry by creating a lifestyle movement that includes transparent innovative products, global distribution, immersive content, key influencer partnerships and authentic collaborations with many of the world's leading flavor brands including OREO®, Chips Ahoy!®, Sour Patch Kids®, Sonic® Drive-In, Warheads®, Swedish Fish® and Welch's®. **GHOST** products can be found at GNC, [ghostlifestyle.com](https://ghostlifestyle.com) and select global retailers in over 40 countries. For more information visit [ghostlifestyle.com](https://ghostlifestyle.com) or connect with the brand on [Instagram](#), [Twitter](#), [TikTok](#), or [Twitch](#).

### **ABOUT FAZE HOLDINGS INC.**

FaZe Holdings Inc. (Nasdaq: FAZE) ("FaZe Clan"), is a digital-native lifestyle and media platform rooted in gaming and internet 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 gamers 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 13 competitive esports teams who have won 37 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](https://www.fazeclan.com), [investor.fazeclan.com](https://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.

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