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## F1 Arcade to open in 16,000 s/f space at Boston Seaport by WS Development

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Boston, MA F1 Arcade, the world's first premium F1 entertainment experience, opened its first US location in Boston Seaport. F1 Arcade is an experiential venue with show-stopping hospitality and an electrifying atmosphere. The opening of F1 Arcade Boston Seaport brings the thrill of Formula 1 to locals and visitors year-round.

Covering 16,000 s/f across two floors, the new venue welcomes guests to a Formula 1 social racing experience and incredible hospitality offering. Guests can immerse themselves in the world of Formula 1 by getting behind the wheel of one of the 69 cutting-edge full-motion simulators, and racing the world's most iconic tracks. Whether it's head-to-head or team racing, guests will have the opportunity to take their experience to the next level with the Arcade Hub, where they can create personal driver profiles, earn 'Arcadians,' and exchange them for exclusive experiences, merchandise and more.

"We're thrilled to debut the first US F1 Arcade location in the bustling Boston Seaport neighborhood, following the incredible success in the UK. Guests can enjoy an exceptional adrenaline packed venue and the thrill of racing in one space.

The launch of F1 Arcade Boston Seaport paves the way for our U.S. expansion, as we look ahead to opening our second venue this Fall in Washington DC." said Adam Breeden, founder and CEO of F1 Arcade.

At the 37-foot-long bar, the centerpiece of the venue, guests can enjoy a variety of globally-inspired

dishes that cater to all (inc. a kids menu). From wagyu beef sliders and ahi tuna tostada, to an impressive seafood tower - the menu features a taco and flatbread selection, raw bar menu and classic burger lineup. The drinks menu will feature signature cocktails and 'Designated Drivers' mocktails, named in homage to the Grand Prix. 'Start Your Engines' with a refreshing gin, campari, basil brandy, cherry and Amaro cocktail, before enjoying a Champagne favorite 'Pole Position' and finishing the evening with a 'Smokin' Lap' reserve cocktail featuring bourbon, cognac and amaro.

F1 Arcade Boston Seaport will host Formula 1 watch party events, the first in the U.S. where guests can experience Grand Prix races like never before. Kicking off with the upcoming Formula 1 2024 Miami Grand Prix on Sunday May 5, guests are encouraged to purchase tickets to watch the action on large screen TVs while enjoying unlimited sim racing, DJs, competitions and quizzes with the chance of winning instant prizes. General admission tickets and VIP which includes a welcome champagne, unlimited food and guaranteed seats in the private room are available. Tickets are available and the program of races on F1 Arcade's website this week.

"We're excited to welcome F1 Arcade and are thrilled they chose Boston Seaport as their first US location." said Ariel Foxman, vice president, brand & experience, Boston Seaport by WS Development.

"F1 Arcade is a fantastic example of the evolution of F1 in recent years, and the continued efforts to insert the sport into wider lifestyle and cultural spaces. This immersive experience, which allows fans to race head-to-head on iconic circuits against their friends and family, caters for a wide range of groups and has created a new avenue for us to invite new fans into the drama and excitement of Formula 1. Given our recent growth in the US, it made perfect sense for us to bring F1 Arcade to our passionate US fanbase, and in a city as renowned for sport as Boston, I know the fans can't wait to." said Stefano Domenicali, F1 president and CEO.

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