



# M80 ENTERS THE CALL OF DUTY LEAGUE AS M80 BOSTON WITH THE STRATEGIC ACQUISITION OF THE BOSTON BREACH FRANCHISE

BOSTON, MA, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- Industry veteran Adam Morrison is joining M80 as Chief Commercial Officer alongside strategic investor and advisor Richard Nino; former MGM executive Kevin Conroy joins the board of directors

M80, one of North America's fastest-rising esports organizations, today announced its entry into the Call of Duty League® (CDL) as M80 Boston, through the strategic acquisition of the Boston Breach franchise. The transaction adds Call of Duty® to a competitive portfolio that already spans Counter-Strike 2, VALORANT, Rainbow Six Siege, Rocket League and 2XKO, and establishes M80 Boston as the premier professional esports franchise based in New England.

The acquisition is the largest commitment in M80's history and expands the organization's footprint across franchised and partnered leagues. M80 Boston enters the Call of Duty League alongside the highly anticipated return of the Modern Warfare® franchise, with Call of Duty®: Modern Warfare® 4 arriving on October 23, 2026.

## Entering a League in Explosive Growth

The acquisition comes as the Call of Duty League posts the strongest audience numbers in its history. Across the 2026 regular season, hours watched climbed 18 percent year over year, average viewership rose 13 percent, and peak viewership grew 7 percent compared with 2025. The Call of Duty League's marquee events set records throughout the season. The 2026 Major I Tournament drew 352,914 peak viewers — an all-time CDL Major record. The Major IV Tournament in Paris, France then surpassed it with more than 378,000 peak viewers, over 4.8 million hours watched, and over 44,000 tickets sold, making it the most-watched Call of Duty esports tournament ever held.

## A Proven Competitive Track Record

M80 enters the CDL as one of the most consistently competitive multi-title organizations in North American esports. The organization's Rainbow Six Siege division won the BLAST R6 Major in Munich in November 2025, the largest international championship in M80's history. Its

Counter-Strike 2 roster has been among the most successful in the region, with multiple championships and Major-stage appearances, and the VALORANT team earned a VCT Americas postseason berth in its return season.

“Boston is a championship city, and it deserves a championship esports organization,” said Marco Mereu, Founder and CEO of M80. “We built this company by winning — majors in Rainbow Six, back-to-back-to-back titles in Counter-Strike, and a standard of performance that our players and our partners can count on. Acquiring the Breach and launching M80 Boston is the natural next step, and the timing is not an accident. The Call of Duty League just posted the biggest audience numbers in its history, and the upcoming release of Call of Duty: Modern Warfare 4 will continue that growth. We are not entering the CDL to participate. We are entering to compete for trophies, to build something permanent in New England, and to give this region a team it can call its own.”

#### Adam Morrison Joins as Chief Commercial Officer

As part of the transaction, esports industry veteran Adam Morrison will take an ownership stake and join M80 as Chief Commercial Officer. Morrison co-founded Oxygen Esports and served as its COO, where he helped launch and operate the Boston Breach. Over more than a decade in the industry, he has built and exited several vertically integrated gaming companies in both the private and public markets, with operational focuses spanning team operations, brand sponsorship, data analytics, entertainment, and technology. In his new role, Morrison will lead M80’s global commercial strategy, including partnership sales, revenue diversification, media rights and brand development across every M80 division.

“Building a franchise with strong New England and Boston heritage was one of the most rewarding undertakings of my career,” said Adam Morrison, Chief Commercial Officer of M80. “Being able to help write a new chapter within that market alongside an emerging global brand like M80 was an opportunity I couldn’t be more excited about. Call of Duty League continues to grow, and M80 now has a portfolio that reaches audiences across multiple franchises. My job is to make sure our partners get real value out of that reach and to facilitate their growth alongside our own.”

#### New Strategic Investors

Richard Nino, who brings a career built in global asset management and institutional capital raising, will be joining the project as both a strategic investor and Senior Advisor. Nino served as Executive Vice President, Global Distribution at Fiera Capital, one of North America’s largest independent asset managers, where he was also Chairman of Fiera Europe, and Investment Strategist. Across these roles he has built and led fundraising and distribution platforms spanning North America, Europe, and Asia, while partnering with institutional investors, sovereign wealth funds, and private wealth / family offices. At M80, Nino will take an active role alongside the organization’s leadership on capital strategy, institutional relationships and long-

term growth planning as M80 scales across esports, media and entertainment.

## Rooted in Boston and New England

M80 Boston will be based and operated out of the Greater Boston area, with team operations, staff and community programming anchored in the region. The franchise becomes the premier professional esports team headquartered in New England, and M80 intends to build around that position with local events, watch parties, grassroots and collegiate initiatives, and partnerships with regional businesses and institutions.

## Kevin Conroy Joins the Board of Directors

M80 additionally announced the appointment of Kevin Conroy to its board of directors. Conroy previously served as President, Digital & New Platforms at MGM, and has held senior operating roles across digital, media and entertainment, including President of Digital at Univision and executive leadership positions at AOL. At M80 he will support the organization's expansion into media and entertainment investments, including content, IP development and distribution strategy.

Terms of the acquisition were not disclosed.

## About M80

Founded in 2022, M80 is a gaming and sports entertainment company headquartered in Boston, Massachusetts.

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