

HELLO MY NAME IS... ORBI

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SPHERE REVEALS ICONIC EMOJI CHARACTER'S NAME AND LAUNCHES NEW E-COMMERCE WEBSITE FEATURING ORIGINAL MERCHANDISE INCLUDING THE "ORBI COLLECTION"

LAS VEGAS, Feb. 27, 2025 /PRNewswire/ -- Sphere Entertainment Co. (NYSE: SPHR) today formally introduced Orbi™ – the iconic emoji character that has appeared on the Exosphere and charmed fans around the world since its first appearance in 2023. Coinciding with this reveal, Sphere launched its brand-new e-commerce website featuring original Sphere merchandise, including the "Orbi Collection," so fans worldwide can rock their favorite Sphere gear. Sphere merchandise is available now at shop.thesphere.com, and as part of the initial drop, features a wide range of apparel and accessories for fans of all ages.

"Orbi has become a global phenomenon and cultural touchstone, captivating audiences in Las Vegas and on social media with its many expressions," said Chandra Allison, Executive Vice President Sales and Service, Sphere, who oversees merchandise. "The e-commerce site is a way for fans around the world to connect with Orbi and Sphere via official branded merchandise, further extending the reach and visibility of Sphere's brand."

Since its debut, Orbi has appeared daily on the Exosphere – the world's largest LED screen. The beloved emoji has sweated through a Las Vegas heat wave, caught snowflakes on its tongue during "sweater weather" season, woken up with a daily cup of coffee and put its party hat on every Friday and Saturday night. Orbi has donned festive glasses to ring in the New Year, dressed up as a spooky vampire for Halloween, and had heart eyes for Valentine's Day. Orbi was the largest spectator at the Formula 1 Las Vegas Grand Prix races in both 2023 and 2024, and encouraged voters to cast their ballots by showcasing an "I Voted" sticker on Election Day.

In addition to Orbi merchandise, Sphere's e-commerce shop also features items with the iconic venue's logo. Among the items dropping today are apparel for both adults and children including hoodies, zip-ups, graphic tees, long sleeves, tanks, and "Adorbi" infant onesies. Also available are collectable accessories including tote bags, backpacks, beanies, trucker hats, and bucket hats as well as commemorative souvenirs such as postcards,

keychains, magnets, and tumblers.

In celebration of the e-commerce launch, Orbi will "take over" Sphere's Instagram handle, @SphereVegas, today with original content running through the day. Fans are encouraged to submit their questions to Orbi as part of a Q&A beginning today at noon PT.

Shop the exclusive Sphere merchandise, featuring Orbi, now available online at **shop.thesphere.com**. Select merchandise is also available at Sphere.

For visual assets please click **[here](#)**.

About Sphere

Sphere is a next-generation entertainment medium that is redefining the future of live entertainment. A venue where the foremost artists, creators, and technologists create extraordinary experiences that take storytelling to a new level and transport audiences to places both real and imagined. The venue hosts original Sphere Experiences from leading Hollywood directors; concerts and residencies from the world's biggest artists; and premier marquee events. The first Sphere venue opened in Las Vegas in September 2023, and is a new Las Vegas landmark, powered by cutting-edge technologies that ignite the senses and enable audiences to share experiences at a never-before-seen scale. More information is available at **thesphere.com**.

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