

**Turtle Entertainment**  
the eSports Company

## Background Information

### Intel Extreme Masters

**With an active community grown over 2,600,000 members in the meantime and a professionally established and organized gaming and league system with over 3,500 leagues from any known genre, the Electronic Sports League is the largest and most important league for professional gamers in Europe. Intel Extreme Masters represents the video game league of champions within the ESL.**

Intel Extreme Masters is the global league of video game champions since 2006. The league elevates Counter-Strike, Starcraft II and Quake-Live competitions to a new level. eSports champions from Europe, America and Asia struggle for USD 400,000 prize money. Live tournaments at the world's largest IT conventions feature the top performers of the season – global stars in eSports. The Intel Extreme Masters system is comparable to that of the UEFA Champions League. Each country receives a different number of spots in the competition, determined by a nations ranking. This ranking is determined by the achievements of a country's teams during a certain period of time. All champions of the ESL Pro Series, the highest national division in the Electronic Sports League, are automatically qualified for the Intel Extreme Masters. If the country has a high nations ranking, further teams will receive a starting spot in the competition. Additional teams can qualify at a couple of Global Challenges around the world.

#### CONTACT

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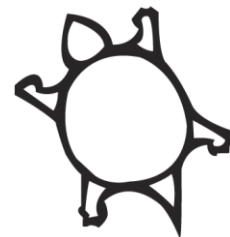
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Another major attraction of the Masters: the league's top matches are carried out at six offline events at the largest IT conventions around the globe. These events present eSports live in front of an audience in Asia America and Europe. At the event matches from the disciplines Starcraft II, Counter-Strike, Quake Live are shown. All offline-matches are carried out using cutting edge systems with Intel Core i7 CPUs.

These sports events of the electronic kind are broadcasted by the IPTV station ESL TV and its international partners. Moreover, the pure eSports station ESL TV will broadcast additional matches during the season which are carried out online. Furthermore the TV channel Eurosport will cover the fifth season of the Intel Extreme Masters. In six episodes Eurosport and Eurosport2 reach over 116 million homes in 59 European countries. The VoD's will be available on the Yahoo! Eurosport website.

Further information about the Intel Extreme Masters is available at: [www.intelxtrememasters.com](http://www.intelxtrememasters.com)

More information about the league operator Turtle Entertainment available at: [www.turtle-entertainment.de](http://www.turtle-entertainment.de)

More information about the Intel Core i7 processor: [www.intel.com](http://www.intel.com)

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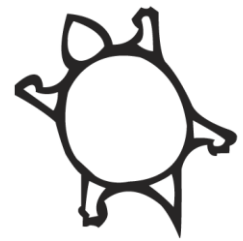
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## Electronic Sports League – Intel Extreme Masters

### *Facts and figures*

- The Electronic Sports League (ESL) has more than 2.6 Million registered members
- Founded in December 2000
- Co-operation with Intel since May 2001
- Prize money for the fifth Extreme Masters season: 400,000 US Dollar
- Intel Extreme Masters started in 2006 with its first season
- Previously distributed prize money within the Intel Extreme Masters: more than 1,750,000 US Dollars
- Registered teams in the ESL: over 640,000
- Played matches per month: nearly 400,000
- Official ESL website registers more than 211 million page impressions and 1,6 million unique users per month
- Average number of visitors at an Intel Extreme Masters live event: 150,000 – 200,000
- The fifth season of the Intel Extreme Masters hosts events around the globe, started at ChinaJoy, Shanghai and finishing at CeBIT in Hanover, Germany in 2011.
- Average number of viewers on a offline final event weekend: 500,000 (via shoutcast, on site, ESL news-ticker, ESL TV).
- Traffic Volume of the ESL YouTube-Channel during the Intel Extreme Masters Finals (CeBIT 2009): 73 TB.

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