

Turtle Entertainment
the eSports Company

Press release

DreamHack, Electronic Sports League and Major League Gaming Partner to Unify and Elevate eSports Globally

Cologne, November 15th 2012 – DreamHack, Electronic Sports League (ESL) and Major League Gaming (MLG) today announced a robust partnership surrounding all tournament activity for the remainder of 2012 and the upcoming 2013 season. The collaboration aims to unify and align DreamHack, ESL and MLG’s eSports activity on a global basis to further competitive activity, benefit players and spectators, alleviate the taxing event schedule, eliminate confusion about global standings and help nurture the development of North American and European players. The groups hope that the partnership will be the foundation for global cooperation between all eSports organizations.

“We are confident that with this partnership we are shaping the future of our sport,” said Ralf Reichert, CEO of Turtle Entertainment GmbH. “Working with DreamHack and MLG we can create a more manageable and sustainable infrastructure for players that will become the basis for eSports to realize its full potential.”

“DreamHack’s philosophy has always been about inclusion and never exclusion,” said Robert Ohlén. CEO of DreamHack AB. “This joint initiative by MLG, ESL and DreamHack is something that will insure the

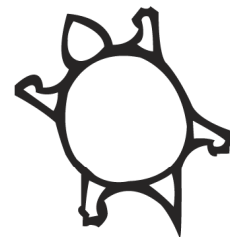
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continued growth of eSports that we have been seeing during the past 24 months, for the players, the audience and the industry as a whole.”

“The growth of competitive gaming over the last few years has been staggering and we have now reached the point where we need to align our efforts to advance eSports on a global scale,” said Sundance DiGiovanni, CEO and Co-founder of MLG. “The collaboration between our organizations is the first step in a united effort to take the sport to the next level while benefiting all of those involved.”

The partnership includes, but is not limited to the following:

- Universal Ranking: A universal ranking system across organizations for all major game titles directly impacting seeding and event qualification.
- Master Tournament Calendar: One event calendar ensuring a minimum or no conflicts to ease players’ schedules and enables fans across the globe to easily spectate.
- Unified Competition Structure: Development of a unified competition structure for all major titles at all tournaments.
- Talent and Marketing Efforts: Cross promotion and support for all leagues to drive further awareness for eSports and league activities, as well as a shared roster of commentators and broadcast talent.

Additional details will be released soon.

For more information:

DreamHack: www.dreamhack.se

Electronic Sports League (ESL): www.esl.eu

Major League Gaming (MLG): www.majorleaguegaming.com

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