

**Turtle Entertainment**  
the eSports Company

## Press Release

### Israel joins global eSports league

#### **Vgames.co.il partners with Electronic Sports League to run Israeli gaming leagues – Israeli ESL portal launches January 2010**

Cologne, November 4th, 2009 – Gaming site Vgames and the Electronic Sports League (ESL) announced their partnership to add Israel to ESL's global eSports league. Vgames.co.il will be the official ESL representative in Israel and work to promote eSports in Israel by opening national leagues for popular games under ESL regulation. The national Israeli leagues launch in January 2010.

This gives Israeli gamers the opportunity to play in Israeli leagues and a better chance to qualify for international events such as the Intel Extreme Masters or the ESL Major Series where thousands of Dollars in prize money are at stake. It will also enable Israelis to form national teams eligible for participation in the ESL European Nations Championship, where Europe's strongest gaming nations compete for prize money and fame in several games like FIFA and Counter-Strike.

Qualifications for all pro tournaments also start in January 2010 when the Israeli division opens its doors for the first time. ESL Israel will support popular eSports games targeting the full range from casual gamers to professional gamers.

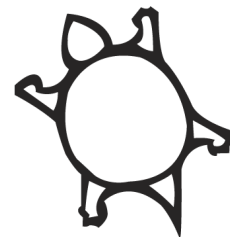
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Further Information about Electronic Sports League: [www.esl.eu](http://www.esl.eu)

### **Electronic Sports League**

The Electronic Sports League (ESL) is the largest and most important league for gamers in Europe consisting of more than 2,2 million registered members and more than 540,000 registered teams. ESL is operated by the company Turtle Entertainment GmbH since 2000 and offers more than 3,500 professional leagues and amateur ladders from a variety of games. More than 220.000 matches per month are being played worldwide using the ESL technology. The ESL website currently reaches above 1,1 million unique visitors a month and about 100.000 people register every month.

Further information: [www.esl.eu](http://www.esl.eu)

### **Vgames – [www.vgames.co.il](http://www.vgames.co.il)**

Vgames is the most popular games and youngsters site in Israel, with over 750,000 unique visitors each month. The site provides a wide variety of game content such as news, free online games, downloadable games and forums whereby eSports leagues and tournaments are held – including the central gaming event held once a year: „The Israeli Video Games Championship“. The site is the leading game content provider in Israel, with dozens of collaborations to provide game-related content on a daily basis to Israel's leading portals such as tapuz, kidstv, Sport 5, Start and others.

For more information and questions: Nitzan Dikshtein, [Timmy@vgames.co.il](mailto:Timmy@vgames.co.il)

Pictures and Movies from Vgames and ESL Events: <http://timmy.vgames.co.il/ESL/>

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