

Turtle Entertainment
the eSports Company

Background Information

Intel Friday Night Game

The aim of the Electronic Sports League is to spread professional gaming. Intel Friday Night Games are a core item in that: The organiser (Turtle Entertainment or its Strategic License Partner) presents the top matches of the season in the form of professionally organised and positioned sport events in front of live audience.

The Intel Friday Night Games are the highlights of any ESL Pro Series Season, the professional league for esportsmen in the ESL. These events are – as the name implies – being held on friday nights in the largest German cities. This "roadshow of esports" presents the best eSportsmen ten times within one season of the ESL Pro Series in unequaled electronic sports events. They are hosted in cities like Munich, Bremen, Hamburg, Berlin, Cologne as well as in Zürich, Paris, Madrid and large exhibitions like the CeBIT in Hanover.

The season hits its peak with the Alienware Finals where the overall winners of the 591,000 Euro (overall prize money ESL Pro Series 2008 in Europe) prize money are found at an offline event in front of enthusiastic fans.

An Intel Friday Night Game consists of carefully chosen top matches from the disciplines of Action and Strategy/Simulation of the current ESL Pro Series playday.

At the event eSports fans above the age of 16 can watch the games for

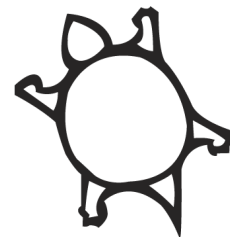
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an entry fee of three Euro in exciting atmosphere on large screens, as well as the players live on stage.

The players and teams are invited by the Electronic Sports League to play their match live on stage. The competent commentators of ESL TV lead the viewers through the event professionally, and garnish the evening with informing player interviews, enthralling and professional live moderation, raffles for the audience and much more, so the evening will be a memorable eSports event for everybody.

The audience on Intel Friday Night Games has the possibility to purchase reasonably priced items in the ESL shop. State of the art gaming equipment is available as well as special products just as the Intel Friday Night Game collection.

Not only the live audience can enjoy these eSports rackets live, complete coverage is offered via ESL TV via Internet streaming. The studios of ESL TV are located in Cologne, Germany. Additional coverage like HLTV, livebots, pictures, and live tickers is offered so the audience can experience the event completely at home.

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