

Turtle Entertainment
the eSports Company

Press Release

Electronic Sports League announces Go4LoL, a series of League of Legends tournaments

Qualifier cup every Sunday – Monthly final with 500 Euro in prize money – Launch on September 5, 2010

Cologne, September 2, 2010 – Electronic Sports League (ESL) introduces Go4LoL, a new series of tournaments in League of Legends, one of the most popular multiplayer online battle-arena games. Every Sunday it will feature a cup with unlimited number of participants and 100 Euro as the main prize. Top 8 teams in each cup will be awarded points depending on their performance and the final placement. At the end of a month, 8 teams with the biggest amount of points will participate in a monthly final with 500 Euro in cash prize. The competition will begin on the first Sunday of September (the 5th).

"We are very proud to announce another big step for the League of Legends community", said Marcel Menge, the Director of Community Management at Turtle Entertainment. „Right after the ESL Major Series, Go4LoL will offer teams of any skill level a regular opportunity to compete with the best for the prize money. We are looking forward to seeing this", he added. All the information concerning the tournament and the registration is available at <http://www.esl.eu/eu/lol/go4lol/>

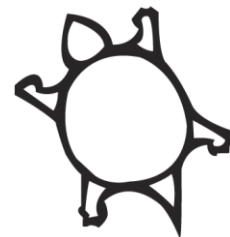
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League of Legends is one of the most-played PC games in the world, where rival teams compete against one another for victory on highly stylized battlefields and landscapes. Go4LoL will not be the only League of Legends tournament within the Electronic Sports League. Taking into consideration its large popularity as well as a high international level of the game play, it was already introduced as one of the disciplines of the ESL Major Series, the top European eSports league.

Turtle Entertainment

Turtle Entertainment was founded in 2000. The company quickly grew to be the European leader in the sector of electronic sports (eSports). The Electronic Sports League (ESL), operated by Turtle Entertainment, is active in 37 different countries worldwide. The league portal www.esl.eu reaches above ten million visits a month generated by more than 2,5 million registered users. Turtle Entertainment has 160 employees and is located in Cologne, Germany. Fifteen international license holders operate the ESL worldwide. Turtle Entertainment owns the majority of the Chinese eSports league PGL (Pro Gamer League) since 2007. Important business partners of Turtle Entertainment are global corporations and brands such as Intel, Alienware, DELL, adidas, Volkswagen, Nokia, ASUS, Blizzard Entertainment, Trend Micro, Sennheiser, Windows 7, Sidewinder and SteelSeries. Turtle Entertainment markets its products worldwide using these specific brands: Electronic Sports League (ESL), ESL Pro Series, ESL Major Series, ASUS European Nations Championship (ENC), ESL WC3L Series, ESL TV, Intel Extreme Masters, Consoles Sports League, eSport Schulmeisterschaft, eSports Award, ESL Female and ESL Sports.

Further information is available at www.turtle-entertainment.com

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