

Turtle Entertainment
the eSports Company

Press release

eSports Award 2008 – Journalist Award to be presented at Games Convention

Turtle Entertainment GmbH presents the fifth eSports Awards ceremony – Third installment of Journalist Award

Cologne June 28th, 2008 – The eSports Award, the most renowned award in the eSports scene, will be celebrated at the Games Convention trade fair in Leipzig this year. Outstanding achievements in the field of eSports will be recognized by the fans and a jury consisting of eSports industry experts. As in previous years the Journalist Award will be given for the best piece of classical journalism about eSports. Journalists have to submit their contributions by July 15th, 2008. The eSports Award will be accoladed in fourteen categories overall.

Application

Articles/Features have to be sent via mail or email until July 15th, 2008.

Turtle Entertainment GmbH
„eSports Award Journalistenpreis“
Siegburger Straße 189
50679 Köln
presse@turtle-entertainment.de

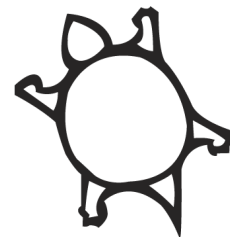
CONTACT

Turtle Entertainment GmbH

Pressoffice
Ibrahim Mazari
Siegburger Str. 189
50679 Cologne

Tel. +49 221 880449-231
Cell +49 163 5196461
Fax. +49 221 880449-239

www.turtle-entertainment.de
presse@turtle-entertainment.de



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eSports Award – Journalist Award

Rules:

- Published TV/print/radio articles or features focusing on eSports in a sophisticated and creative way.
- Publishing period: August 2007 – July 2008
- Any fully trained journalist or editor as well as interns are eligible
- Applications and recommendations will be treated equally

„The eSports Award honors major achievements of eSportsmen. It recognizes supporters and patrons in editorial offices, associations and industry. At the eSports Award ceremony the industrial sector salute the most influential eSports people of the past year. The ongoing growth couldn't be imagined without these leaders“, explains Alexander Albrecht (26), Founder of the eSports Award and Head of Publisher Relations for Turtle Entertainment GmbH, Cologne.

About the eSports Award

The eSports Award, the most prestigious award in electronic sports, has been given by Turtle Entertainment GmbH at the Games Convention trade fair in Leipzig, Germany since 2004 .

The eSports Award will be issued in these categories amongst others:

- eSports Player of the Year: *Best eSportsman in the disciplines Counter-Strike, Warcraft 3 or Quake IV.*
- Newcomer / Breakthrough of the Year: *Best Breakthrough eSportsman of the year, whether as total newcomer, comeback or entrance to a new discipline.*
- Best Counter-Strike Player: *Best Counter-Strike player of the past year.*
- Best Warcraft III Player: *Best Warcraft III player of the past year.*
- Best Duel Player 1on1: *The best player in eSports duel games that are typically played in a one vs. One mode.*

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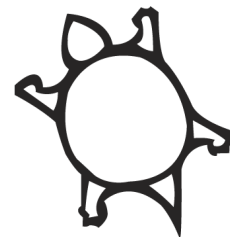
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- eSports Team of the Year: *Award for the best eSports team of the year with outstanding organisation, constancy and professionalism.*
- Best eSports Coverage: *Best coverage portal for the international eSports Scene. The Award winner will be decided by the community.*
- eSports Journalist Award: *Award for the most sophisticated and thorough article or feature about eSports.*
- Scene journalist award: *The award recognizes constant in-depth coverage in the field of eSports.*

Further information regarding the eSports Award is available at: www.eSports-Award.org

More information about Turtle Entertainment is available at: www.turtle-entertainment.de

Turtle Entertainment

Turtle Entertainment was founded in 2000. The company quickly grew to the European leader in the sector of electronic sports (eSports). The Electronic Sports League (ESL), operated by Turtle Entertainment, is active in 20 different European countries. The league portal www.esl.eu reaches above 165 million page impressions a month generated by more than 800,000 members. Turtle Entertainment broadcasts ESL events via IPTV channel ESL TV since 2007. Turtle Entertainment has 135 employees and is located in Cologne, Germany. 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 such as Intel, Volkswagen and adidas.

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

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