

**Turtle Entertainment**  
the eSports Company

## Press Release

# Turtle Entertainment welcomes new staff member

**Michal „Carmac“ Blicharz becomes the newest addition to the Turtle Entertainment family – Blicharz works for Product Management focused on the Intel Extreme Masters**

Cologne, March the 3<sup>th</sup>, 2009 – Turtle Entertainment amplifies it's Product Management department with the eSport journalist Michal “Carmac” Blicharz. His assignment will be the Intel Extreme Masters, the global league of eSports champions. The 28 year-old Blicharz is deemed to be a pioneer in eSports coverage. He was the first writer to win the eSports-Award two times in a row in the category “Best Scene Journalist”. Recently “Carmac” worked as editor-in-chief for the world famous eSports team SK-Gaming.

"I feel very happy and honoured about the opportunity to work on one of the biggest eSports ventures", says Michal "Carmac" Blicharz. "With nine tournaments all over the globe and hundreds of matches in it, the Intel Extreme Masters is the world's most prolific deliverer of eSports excitement. My journalistic background will help me make a difference in how that excitement is delivered to the eSports community."

Further information about the Intel Extreme Masters are available at:  
[www.intelxtrememasters.com](http://www.intelxtrememasters.com)

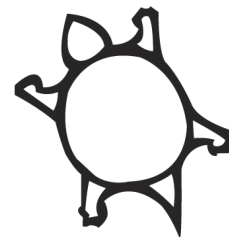
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More information about Turtle Entertainment: [www.turtle-entertainment.de](http://www.turtle-entertainment.de).

Printable photographs of Michal Blicharz at: [www.turtle-entertainment.de/Dateien/mbl\\_hires.zip](http://www.turtle-entertainment.de/Dateien/mbl_hires.zip)

### **About 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 20 different countries worldwide. The league portal [www.esl.eu](http://www.esl.eu) reaches above 1,5 million unique visitors a month generated by more than 920,000 active members. Turtle Entertainment broadcasts ESL events via IPTV channel ESL TV since 2007. The headquarter has 170 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](http://www.turtle-entertainment.de)

### **About Intel Extreme Masters**

The Intel® Extreme Masters is the global league of eSports champions since 2006. The league elevates Counter-Strike and World of Warcraft competition to a new level. eSports champions from Europe, America and Asia struggle for USD 750,000 prize money – All-time record for a global online league. Live tournaments at the worlds largest IT conventions feature the top performers of the season - Global stars in eSports. The league has its exciting final in early 2009, inviting the top teams and players to participate in the Intel® Extreme Masters Global Finals.

The IP-TV station ESL TV and its global partners present the best games of the season live and reports directly from the offline events.

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