



Global Esports Superstars Come to Sydney This May to Kick Off Intel® Extreme Masters Season 12

Two-Day Global Esports Event Pits World's Best Pro Teams Against Australia's Finest; AUD\$260,000 on the Line

(Sydney, Australia) - March 7, 2017 - Intel® Extreme Masters, the longest running global pro gaming tour in the world, is coming to Australia for the first time this May, debuting in Sydney. The elite gaming competition will see world-class Counter-Strike: Global Offensive (CS:GO) teams compete live in Sydney's Qudos Bank Arena on May 6 and 7, for a record prize pool of AUD\$260,000.

The line-up of top CS:GO teams invited to compete at Intel Extreme Masters Sydney is headed by SK Gaming, the best team of 2016 and winners of two \$1,000,000 CS:GO Majors, including the ESL One Cologne Major in August, and runners up at the ESL Pro League Finals in Sao Paulo in November and Intel Extreme Masters Oakland in November. Local heroes Renegades, who are widely considered to be Australia and New Zealand's most successful team, will return to the region to compete in front of a home crowd.

"Having been to five different continents is a badge of honor for our historic competition," said Michal Blicharz, VP Pro Gaming at ESL. "Australia has been an attractive market for us as part of our global expansion of the Intel Extreme Masters brand. We look forward to bringing Intel Extreme Masters to new global audiences and making history for esports in Australia."

"Bringing an industry-leading event to Australia is an exciting opportunity as we have some of the most passionate esports enthusiasts in the world," said Nick Vanzetti, Managing Director of ESL Australia. "The prestige and legacy the Intel Extreme Masters brand brings mixed with the world's best players is the perfect recipe for a historic weekend in esports."

"Intel has a long history with the esports community and we're always looking for ways to give gamers the first opportunities with amazing new gaming experiences," said Frank Soqui, general manager of the Virtual Reality and Gaming Group at Intel. "Intel Extreme Masters is the perfect venue for Intel to bring our gaming and VR products directly to the gaming community around the world. We are proud, honored and can't wait to kick off Intel Extreme Masters in Australia."

The addition of Australia as part of the circuit comes in what is IEM's 12th season, with Sydney being the first stop on the global tour. The event in Sydney will bring the world's best Counter-Strike: Global Offensive players to the stage, making it the first time that esports has been elevated to the spectacle synonymous with major European, North American and Asian events.

Attendees of Intel Extreme Masters Sydney will have a unique opportunity to watch the world's best compete live on stage, paired with on-site fan experiences that will include player signing sessions, giveaways from partners and sponsors, as well as Meet & Greet opportunities for players and fans. The Intel Experience Zone will showcase the latest games and gadgets, along with Intel's suite of gaming and VR-ready products, including the new 7th Generation Intel® Core™ processors, and an array of free-play machines, for those who want to fully immerse themselves in the gaming and esports experience.

Ticketing information

Telstra is offering their customers an exclusive Telstra Thanks pre-sale from 9am AEDT Thursday March 9 to 8pm AEDT Sunday March 12, 2017.

For more details regarding the pre-sale, please visit www.telstra.com/sport

ESL CS:GO Fan Club members will also receive pre-sale access during this time.

The general public will have the opportunity to purchase tickets from 10am AEDT Monday March 13, 2017.

For all ticketing information, head to www.ticketek.com.au

For more information, follow Intel Extreme Masters on Twitter and Facebook and visit the official Intel Extreme Masters website at www.intelxtrememasters.com/sydney.

Media contacts For media enquiries, press passes and further information about Intel Extreme Masters Sydney, please contact:

ESL Communications:Christopher Flato, c.flato@eslgaming.com

Double Jump, on behalf of ESL Australia: jordan@doublejump.com.auiem2017@doublejump.com.auZebra PR, on behalf of Intel:Sean Maggard,
sean@zebrapartners.net

Press Kit and Assets

Announcement Trailer

###

About Intel® Extreme MastersIntel® Extreme Masters is the longest running global pro gaming tour in the world. Started in 2006 by ESL, the competition features Counter-Strike: Global Offensive, StarCraft II, and League of Legends tournaments in Europe, Asia, North and South America. ESL's online broadcast of the Intel Extreme Masters reaches over 40 million viewers on Twitch each season. www.intelxtrememasters.com

Contacts

Alex Blaikie

0401947878

[mailto: a.blaikie@eslgaming.com](mailto:a.blaikie@eslgaming.com)

Christopher Flato, ESL Communications

[mailto: c.flato@eslgaming.com](mailto:c.flato@eslgaming.com)

Double Jump, on behalf of ESL Australia

[mailto: iem2017@doublejump.com.au](mailto:iem2017@doublejump.com.au)

Zebra PR, on behalf of Intel

[mailto: sean@zebrapartners.net](mailto:sean@zebrapartners.net)