

Press Release 04/2009
International eSports Conference (ESCONF)
Cologne, May 26th – 27th 2009

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Turtle Entertainment supports the ESCONF

Berlin, May 4th, 2009 – Turtle Entertainment GmbH, Europe's leader in the eSports industry and host of the Electronic Sports League (ESL), supports the „International eSports Conference (ESCONF) as a sponsor. In addition to their financial support Turtle Entertainment will also contribute to the lecture program. Given this, Ibrahim Mazari, spokesman and Jugendschutzbeauftragter (Commissioner for the Protection of Youth) for Turtle Entertainment, will stress the significance and importance of improving awareness of this young industry exemplified by the Eltern-LAN (awareness training on LAN for parents) hosted by the ESL.

“We take pride in having Turtle Entertainment as a sponsor and Ibrahim Mazari as a speaker. After all Turtle Entertainment is not only Europe's market leader but a driving force in this industry. Due to his longtime experience in eSports, awareness training and in the area of the protection of youth Ibrahim Mazari is the perfect choice to give the participants an understanding of awareness training in this industry”, explains Carsten Kohlenbeck, project manager GDC Europe and eSports at Think Services Game Group Germany and responsible for the ESCONF.

“Despite some progress, there is a considerable need for awareness-raising in the public on games and eSports, that is why we support the eSports Conference. One priority of this conference is to fight for a higher publicity and acceptance of the eSports industry. With our speech we would like to introduce our way of working on awareness on the basis of the Eltern-LAN and furthermore discuss ways of reducing preconceptions and fear. For a further development of eSports that is of crucial importance!, says Ibrahim Mazari (34), director public relations of the league host Turtle Entertainment and commissioner for the protection of youth for the Electronic Sports League.

Further information and the registration for the ESCONF are to be found on the website www.esconf.com

About the International eSports Conference (ESCONF)

The „International eSports Conference“ takes place in 2009 for the sixth time and is the world's most important business and networking platform for eSport and gaming communities. This young industry presents itself in speeches, workshops, meetings, business initiations (eSports Connection) and networking events and informs and discusses current and important topics of the eSport market. Whereas speeches address high-school and university students, teachers, parents, politicians and the media, workshops are provided for eSportsmen and their managements. In private meetings, eSport organizations discuss current developments, trends and problems. eSports Connection is an exclusive speed dating event for external businesses along with companies from the eSports industry. Further information: www.esconf.com



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, operated by Turtle Entertainment, is active in 35 different countries worldwide. The league portal www.esl.eu reaches above ten million visits a month generated by more than two million registered users. Turtle Entertainment has 174 employees and is located in Cologne, Germany. Twelve 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 such as Intel, adidas, Volkswagen, Dell, Suzuki, ASUS, BitDefender, Sennheiser, Windows Vista, Sidewinder, Razor, Alienware and gamed.de. Turtle Entertainment markets its products worldwide using these specific brands: Electronic Sports League (ESL), ESL Pro Series, ESL Major Series, ESL European Nations Championship (ENC), ESL WC3L Series, ESL TV, Intel Extreme Masters, Consoles Sport League, eSport Schulmeisterschaft, eSports Award and ESL Sports. Until December 2008 Turtle Entertainment has paid out more than three million Euro prize money. Further information: www.turtle-entertainment.de

About the Think Services Game Group

A core provider of essential information to the professional game industry, the Think Services Game Group offers market-defining content, and drives community through its award winning lineup of print, online, event and research products and services. These include Game Developer Magazine, Game Developer Research, the Webby Award-winning Gamasutra.com, GameCareerGuide.com, WorldsInMotion.biz, GameSetWatch.com, GamesOnDeck.com, SeriousGamesSource.com, the Game Developers Conference®, the Game Developers Conference® Austin, the Game Developers Conference® Europe, the Game Developers Conference® China, GDC Mobile, the Game Career Seminars, the Independent Games Festival and Summit, and the Game Developers Choice Awards. To learn more, visit www.tsgamegroup.com

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