

CeBIT 2010: Alienware presents the Intel Extreme Masters World Championship

Intel Extreme Masters World Championship at leading IT fair – 10,000 m² total area powered by Alienware (hall 23) – \$170,000 at stake for World Championship – \$530,000 global prize purse

Cologne, March 1st, 2010 – After a regular season that spanned six months and three continents, the Intel Extreme Masters World Champions will be determined at CeBIT 2010. From March 2nd to 6th, 2010, the winners of the Asian, European and American championship will go head-to-head for the title and a share of the \$170,000 prize money that is handed out. The Intel Extreme Masters is organized by the Electronic Sports League (ESL) and supported by Intel and Alienware, Dell's premier gaming brand. Alienware provides the official tournament notebook, the Alienware M17x powerful gaming laptop, currently the fastest 17-inch laptop worldwide.

The World Championship will feature Counter-Strike 1.6, World of Warcraft and Quake-Live. In each of these games 12 participants qualified as the champions of their continent. With some of the biggest names in the games in attendance, a true World Championship is already guaranteed.

Over 10,000 m² of gaming, entertainment and technology with a World Championship of eSports on the big screen. A public viewing area will allow fans to gather in front of the stage and experience the highlight matches live. Two large Free-Gaming-Areas invite all visitors to play the latest games like Dirt 2, Assassins Creed 2 or Napoleon: Total War on high-end gaming hardware. Alienware and Intel provide their latest in gaming technology for the best gaming experience.

CeBIT is the world's largest trade fair for digital IT and communication solutions and attracted over 400,000 visitors and 4,300 exhibitors in 2009. The fair hosts the Intel Extreme Masters for the fourth time.

Intel Gaming Hall at CeBIT 2010 takes place in hall 23 from March 2nd to 6th 2010.

More information on Intel Extreme Masters World Championship:

www.intelxtrememasters.com

More information on CeBIT 2010:

www.cebit.de

Intel Extreme Masters

The Intel Extreme Masters is the global league of eSports champions since 2006. The league elevates Counter-Strike, World of Warcraft and Quake Live competition to a new level. eSports champions from Europe, America and Asia struggle for USD 530,000 prize money. Live tournaments at the world's largest IT conventions feature the top performers of the season - global stars in eSports. The league has its exciting final in early 2010, inviting

the top teams and players to participate in the Intel Extreme Masters World Championship. 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.

More information: www.intelxtrememasters.com

About

Dell

People worldwide can buy Dell online by phone and in nearly 50,000 stores. Alienware, Dell's premiere high-performance PC gaming brand, offers unique and award-winning computers that incorporate innovative engineering and are designed with state-of-the-art components. Credited as being one of the first PC gaming hardware manufacturers, Alienware remains committed to creating industry-leading trends in the high-performance gaming arena. Alienware manufactures a diverse selection of customizable, high-performance desktops, notebooks and gaming peripherals that attract a broad range of customers who demand world-class performance and design.

Intel

Intel (NASDAQ: INTC), the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.com/pressroom and blogs.intel.com.

Turtle

Entertainment

GmbH

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 35 different countries worldwide. The league portal www.esl.eu reaches above ten million visits a month generated by more than 2,3 million registered users. Turtle Entertainment broadcasts ESL events via IPTV channel ESL TV since 2007. The headquarter has over 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, adidas, Volkswagen, Dell, Nokia, ASUS, BitDefender, Sennheiser, Windows 7, Sidewinder, Alienware and gamed.de. Further information is available at www.turtle-entertainment.com.

Online resources at a glance:

- This press release as PDF: www.turtle-entertainment.de/Dateien/PM_CeBIT_2010_EN.pdf
- Intel Extreme Masters: www.intelxtrememasters.com
- Alienware: www.alienware.com
- Dell: www.dell.com
- Intel: www.intel.com
- Turtle Entertainment (press section): www.turtle-entertainment.com/?press
- Company Trailer Turtle Entertainment GmbH (browser flash movie): <http://files.turtle-entertainment.de/video/eslpromo.html>