
ELEAGUE to Live Stream Coverage of Season One Semifinals and Championship on Twitter

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ELEAGUE Becomes First eSports Event Distributed Live via Twitter

ELEAGUE, a professional eSports organization formed in partnership between Turner and WME | IMG, and Twitter will partner to provide live streaming coverage of this week's ELEAGUE semifinals and championship, featuring Valve's popular *Counter-Strike: Global Offensive* game. The live event competitions will be held Friday and Saturday, July 29 and 30, from Cobb Energy Performing Arts Centre in Atlanta. This will mark the first eSports event presented live on Twitter.

ELEAGUE's first semifinal will take place Friday, July 29, at 5 p.m. ET, followed by the second semifinal at 10 p.m. The season one championship will be held Saturday, July 30, at 4 p.m. with the top two CS:GO teams facing off in a best-of-three series.

TBS's enhanced event coverage will be televised as part of the Friday night showcase at 10 p.m., along with the championship on Saturday at 4 p.m. Live streaming coverage of all three matches - featuring the observer feed - will be available on Twitter and Twitch.

In addition to live event coverage, the @EL Twitter handle will provide real-time highlights, GIFs, memes, stats and score updates; Periscope content with ELEAGUE on-air talent; and behind-the-scenes footage with players.

"Twitter is the native social platform for eSports and this partnership provides our passionate fans with an additional opportunity to consume ELEAGUE content as we reach the pinnacle of our first season," said Christina Alejandre, General Manager of ELEAGUE and Vice President of eSports, Turner Sports. "We're excited for our first ELEAGUE championship and look forward to offering these content experiences to our high-engaged fan base."

"Esports fans go to Twitter to see and talk about what is happening now in competitive gaming," said Anthony Noto, Twitter's Chief Financial Officer. "Gamers are one of the largest and most engaged audiences on Twitter, and we are thrilled to partner with Turner and WME | IMG to bring them the live content from ELEAGUE and Twitter commentary they are already looking for, all on one screen."

Throughout its championship coverage, ELEAGUE will continue to feature a limited commercial break format across all three platforms, which will include advertising branding and content from Official Marketing Partners Domino's, Arby's, Buffalo Wild Wings and Credit Karma.

For additional information on ELEAGUE's championship weekend, including an opportunity to purchase tickets, visit www.e-league.com/finals. For the latest ELEAGUE updates, visit www.e-league.com and Twitter [@EL](https://twitter.com/EL).

About Turner

TBS, TNT and truTV are part of Turner, a Time Warner company. Turner creates and programs branded news; entertainment; kids and young adult; and sports media environments on television and other platforms for consumers around the world.

About WME | IMG

WME | IMG is a global leader in entertainment, sports and fashion operating in more than 30 countries.

Named one of Fortune's 25 Most Important Private Companies, WME | IMG specializes in talent representation and management; brand strategy, activation and licensing; media production, sales and distribution; and event management.

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