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# Boost Mobile Powers Up New ELEAGUE Marketing Collaboration

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Thursday, November 30, 2017

## ***First-Ever Official Wireless Provider of ELEAGUE Taps into Brand's Growing Millennial Audience through Cross-Platform Sponsorship Presence***

Turner and IMG's **ELEAGUE** and **Boost Mobile** have teamed up, with the mobile carrier now the Official Wireless Partner of ELEAGUE. The relationship will come to life through initiatives spanning ELEAGUE's linear television, digital and social platforms, as well as on-site at ELEAGUE competitions, highlighting Boost Mobile's mission to deliver the best value, service and customer experience in prepaid wireless.

"As we continue to expand the ELEAGUE brand into new spaces and IPs, we look forward to working with leadership brands like Boost Mobile to explore new breakthrough opportunities within the sport," said **Seth Ladetsky, senior vice president of sales for Turner Sports**. "We are thrilled to have them on board, as they are a brand that truly resonates with the millennial esports community."

"Boost Mobile is excited to become the first official wireless partner of ELEAGUE, and I am confident that this collaboration will allow both companies to further engage with and expand our millennial customer bases," said **Peiti Feng, director of brand strategy and marketing communications at Boost Mobile**. "We recognize the importance of this target audience to our brand and want to provide them with the best experiences not only in mobile, but also in entertainment and pastimes like esports."

In connecting with ELEAGUE's highly engaged fans, Boost Mobile will tap into ELEAGUE's expertise in creating award-winning custom brand integrations within their programming and content. Some elements of the partnership include sponsorship integration on the ELEAGUE caster desk and within ELEAGUE's AdTracker, which facilitates uninterrupted game coverage, as well as promotion across ELEAGUE's platforms (including [ELEAGUE.com](http://ELEAGUE.com), ELEAGUE's social media channels, and on TBS). Twitch and YouTube are ELEAGUE's digital distribution partners for live event coverage and on-demand content.

Boost Mobile will be integrated throughout ELEAGUE's forthcoming programming, beginning with **The ELEAGUE Cup: Rocket League**, ELEAGUE's first time entering the sports-action video game space, kicking off **Friday, Dec. 1, at 2 p.m. ET** on Twitch with an accompanying feature series premiering later that night at **10 p.m. ET/PT** on TBS. ELEAGUE will begin the new year with the **ELEAGUE Major: Boston**; live coverage will start Jan. 12 from the ELEAGUE Arena at Turner Studios in Atlanta, with the champion crowned via the final rounds of live competition at Boston's Agganis Arena.

To receive updates on the latest news on ELEAGUE, visit <http://www.eleague.com>, and join the conversation on Facebook ([facebook.com/eleague](https://facebook.com/eleague)) and Twitter (@EL).

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### **About ELEAGUE**

ELEAGUE is the premium esports tournament brand formed in partnership between Turner and IMG that officially launched in 2016. A leader in the delivery of live event experiences, ELEAGUE content is widely distributed across leading digital platform Twitch, along with showcase programming airing on

Turner's TBS, a fully-distributed cable television network. In its first year, ELEAGUE produced two seasons featuring *Counter-Strike: Global Offensive*, along with the first-ever *Overwatch® Open*. As recognition of its industry-wide impact, ELEAGUE was awarded its first-ever CS:GO Major, originating from Atlanta in January 2017. The *ELEAGUE Major* Grand Final drove ELEAGUE's Twitch channel to a record peak of more than one million concurrent streams, in addition to a reach of 3.6 million total viewers on TBS throughout the tournament. ELEAGUE received a Sports Emmy® nomination for Outstanding Studio Design and Art Direction in March 2017.

#### **About Boost Mobile**

Established in 2002, Boost Mobile provides best-in-class value and connectivity to U.S. wireless consumers. An award-winning mobile carrier that operates on the highly reliable Sprint Nationwide 4G LTE Network, Boost Mobile offers customers the best unlimited plans with no annual service contracts. Learn more about Boost Mobile online on Facebook, Google+, Instagram and Twitter.

#### **About IMG**

IMG is a global leader in sports, fashion, events and media, operating in more than 30 countries. The company manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in sports training and league development, as well as marketing, media and licensing for brands, sports organizations and collegiate institutions. IMG is part of the Endeavor (formerly WME | IMG) network.

#### **Media Contacts**

For Turner:

Gerry Manolatos, (212) 275-5041 or [Gerry.Manolatos@turner.com](mailto:Gerry.Manolatos@turner.com)

For Sprint:

Danielle Babbington, (949) 748-3418 or [Danielle.Babbington@sprint.com](mailto:Danielle.Babbington@sprint.com)

For IMG:

Mike Scanlan, (386) 843-0188 or [mike.scanlan@img.com](mailto:mike.scanlan@img.com)