



MEDIA RELEASE

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## Logitech joins as Series Major Partner of the 2018 Gfinity Esports Australia Elite Series

**Gfinity Esports Australia** is excited to announce that **Logitech Australia** has joined as the second commercial partner of the **2018 Gfinity Elite Series Australia**, as **Series Major Partner**. The new esports tournament will launch in May 2018.

Gfinity Esports Australia's entry into the Australian esports scene as a new level of quality entertainment and professional gameplay aligns with Logitech's position as the number one supplier of gaming accessories and peripherals.

Logitech will be supplying the highest quality gaming equipment across the Rocket League, CS:GO and Streetfighter V matches within both seasons of the Gfinity Elite Series Australia in 2018, through its brands Logitech G and Astro. This will provide key integrations and exposure for Logitech's brands across Gfinity Elite Series Australia's 42 live broadcast esports events.

**Dominic Remond, CEO of Gfinity Esports Australia**, said of the announcement, "We are extremely pleased to have Logitech Australia join the inaugural Gfinity Elite Series Australia, as a Major Partner across all three of our game titles in 2018. The Logitech and Astro brands are synonymous with top tier gaming and state of the art equipment, which makes this partnership perfectly suited to showcase the best of the best across professional esports in Australia. This is an exciting step, following on from our news earlier in the year announcing Dell as Presenting Partner for the Series.

"Given the Gfinity Elite Series Australia will broaden the audience of esports fans in Australia, as well as creating new heights for esports entertainment, I'm delighted that Logitech has identified this partnership as the best way to continue to prove out their market-leading brands with the highly sought-after esports audience."

**Damian Lepore, Managing Director of Logitech Australia and New Zealand**, said, "Logitech G and Astro are an integral part of the gaming community, and our partnership with the Gfinity Elite Series Australia in 2018 demonstrates our commitment to the growth of esports."

"We have been working with professional players over the past few years, whilst developing sophisticated and innovative pro products and are excited to back this world class championship, which is a first for Australia. This is exactly what is needed to take Australian professional gamers to the next level."

**The Gfinity Elite Series Australia presented by Alienware kicked off with the first Challenger Series in January, with the Gfinity Elite Series Australia commencing in May.**

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YouTube: <https://www.youtube.com/channel/UChvo5ITK0qJDP466eGATcfQ>

Twitch: <https://www.twitch.tv/gfinityau>

### About Gfinity Esports Australia:

**Gfinity Esports Australia**, was established by HT&E Events and Gfinity Plc, in August 2017, to launch Australia's first city-based franchise league, **the Elite Series presented by Alienware**.

**Gfinity Esports Australia** will deliver Australian gamers and fans, a clear and structured competitive framework within Australian esports. **The Elite Series presented by Alienware** will see city-based franchise teams compete weekly in front of a live audience at a dedicated esports arena within the Hoyts Cinema Complex at Sydney's Entertainment Quarter. Competing across iconic game titles: Counter Strike Global Offensive, Street Fighter V and Rocket League, for a share in the some of the largest prize pools in Australian Esports history. Each event will be broadcast live across multiple platforms.

As well as the Elite Series, an online competition, **the Challenger Series presented by Dell Gaming**, will launch in January 2018. Open to all gamers, the Challenger Series presented by Dell Gaming will be the battleground for amateur players to compete against each other, to win the chance, via a player draft, to play alongside the pros in the Elite Series presented by Alienware. The Challenger Series presented by Dell Gaming represents the grassroots pathway seen in traditional sports, but not yet seen in Australian esports.

For more information, [visit the Gfinity Australia website](#).

### About Logitech G:

Logitech G, a brand of Logitech International, is the global leader in PC and console gaming gear. Logitech G provides gamers of all levels with industry-leading keyboards, mice, headsets, mousepads and simulation products such as wheels and flight sticks - made possible through innovative design, advanced technologies and a deep passion for gaming. Founded in 1981, and headquartered in Lausanne, Switzerland, Logitech International is a Swiss public company listed on the SIX Swiss Exchange (LOGN) and on the Nasdaq Global Select Market (LOGI). Find Logitech G at [www.logitechg.com](http://www.logitechg.com), the [company blog](#) or [@LogitechG ANZ](#).

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