

## ESL selects League of Legends for the ESL Major Series, Season VII

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### Riot Games' Popular Online Multiplayer Announced for the Top European eSports League

Cologne, July 30th, 2010 – The Electronic Sports League (ESL) has announced that the immensely popular competitive online multiplayer, League of Legends, has been selected for the upcoming season of the ESL Major Series. Working closely with the game's developer, Riot Games, the ESL is providing Season VII tournament participants the chance to compete for a piece of the €5,000 prize purse.

"League of Legends has shown dedicated development and enthralled a large community from before the launch of its beta and a lot of players here on ESL have been eager for it to join our ranks," said Marcel Menge, director of community management at Turtle Entertainment. "To thank the community for their efforts and passion for the game we are proud to announce League of Legends as a new game in the ESL Major Series for the upcoming season."

League of Legends is one of 15 games that will be featured in the ESL Major Series. Other titles include FIFA 10 and Counter-Strike: Source. Further details on rules, dates, team qualification and more will be announced shortly but fans are encouraged to visit [www.esl.eu/eu/lol](http://www.esl.eu/eu/lol) or [eu.leagueoflegends.com](http://eu.leagueoflegends.com) to learn more about the ESL Major Series and League of Legends.

League of Legends, one of the most-played PC games in the world, is a session-based, multiplayer online battle-arena game where rival teams compete against one another for victory on highly stylized battlefields and landscapes. Built by a veteran development team and the original creators of Defense of the Ancients (DotA), one of the world's most popular player-made mods, League of Legends combines elements of the role-playing and strategy genres with addictive player vs. player action. League of Legends brings gamers accessible, replayable and endlessly competitive gameplay that deepens with the player's commitment. And to top it all off, the game is free to download and play.

League of Legends is rated "T" for Teen and "12" by PEGI and USK and is now available for free via download at [eu.leagueoflegends.com](http://eu.leagueoflegends.com).

#### ESL Major Series

The ESL Major Series is the top European league for electronic sports (eSports). Among the competitors are the best teams and players from all over Europe. The qualification for the ESL Major Series is done on the way of national and international tournaments where only the best computer gamers prevail in the competition. In late summer 2010 the European top league launches its seventh season which carries a value of more than 22.000 Euro prize money. The ESL Major Series includes fourteen games from different genres like strategy, sports and action.

Further information: [www.esl.eu/ems](http://www.esl.eu/ems)

#### 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 (ESL), operated by Turtle Entertainment, is active in 37 different countries worldwide. The league portal [www.esl.eu](http://www.esl.eu) reaches above ten million visits a month generated by more than 2,5 million registered users. Turtle Entertainment has 160 employees and is located in Cologne, Germany. Fifteen 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 and brands such as Intel, Alienware, DELL, adidas, Volkswagen, Nokia, ASUS, Blizzard Entertainment, Trend Micro, Sennheiser, Windows 7, Sidewinder and SteelSeries. Turtle Entertainment markets its products worldwide using these specific brands: Electronic Sports League (ESL), ESL Pro Series, ESL Major Series, ASUS European Nations Championship (ENC), ESL WC3L Series, ESL TV, Intel Extreme Masters, Consoles Sports League, eSport Schulmeisterschaft, eSports Award, ESL Female and ESL

Sports.

Further information is available at [www.turtle-entertainment.com](http://www.turtle-entertainment.com).

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