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2013 WORLD CYBER GAMES USA FINALS TO BE HELD AT THE SECOND ANNUAL *ESCAPIST EXPO*

NEW YORK, NY – August 6, 2013 – World Cyber Games Inc. (WCG) officially announced today that this year's WCG USA National Finals will be held at the second annual *Escapist Expo*, a premier consumer convention centered around gaming culture, from October 4-6, 2013 in Durham, North Carolina. The top professional and competitive gamers that qualified online through the 2013 WCG USA online qualifiers (<http://us.wcg.com>) will compete live during the show to determine which 20 players will represent Team USA at the WCG Global Finals to be held in Kunshan, China from November 28 to December 1, 2013.

Gamers will be competing across six titles that include:

- Cross Fire® / SMILEGATE / FPS (First Person Shooting)
- FIFA 13 / Electronic Arts / Sports
- League of Legends® / Riot Games / MOBA (Multiplayer Online Battle Arena)
- StarCraft® II: Heart of the Swarm™ / Blizzard Entertainment / RTS (Real Time Strategy)
- Super Street Fighter® IV Arcade Edition Ver. 2012 / Capcom / Fighting
- World of Tanks / Wargaming / Action MMO (Massively Multiplayer Online)

Back for the second year, *Escapist Expo* is the live event extension of Webby award-winning *The Escapist* (www.theescapistmagazine.com), the gaming generations' preeminent lifestyle site and mouthpiece. The second annual *Escapist Expo* builds upon the outstanding success of last year's three-day inaugural event, celebrating contemporary video gaming lifestyle and diverse global video game culture. More than 6,000 attendees from around the globe are anticipated to attend this year's event and participate in dynamic and varied offerings, including gaming industry expert keynotes and panel discussions, game publisher exhibitors and dealers, anime and cosplay specialists, visual artists, tabletop gaming, comic and graphic novel dealers, and both live- and electronic-game play competitions.

This year, *Escapist Expo* has doubled its floor space to incorporate the Durham Convention Center, the historic Carolina Theater, and Durham Armory.

"We are excited to bring the WCG USA National Finals to *Escapist Expo* as the main eSports attraction to this year's event," said Han Park, President of ESS Agency, the official WCG USA strategic partner. "As the live event extension of *The Escapist's* gaming-focused digital brand, its loyal and passionate fans of video games and multi-media culture are a natural audience for eSports and the level of competition showcased by the WCG USA National Finals."

In addition to the finals competitions, which will be streamed live for viewers at home, the WCG USA will hold daily gaming contests, giveaways, and free-to-play gaming areas. The official live national finals tournament for Super Street Fighter® IV will be held for attendees at *Escapist Expo*, where the winner will earn a spot on Team USA and win a full travel package (e.g. hotel, airfare, and meals) to compete for cash and fame on the international stage at the global finals in Kunshan, China.

"Hosting the WCG USA National Finals is the capstone on the great slate of programming we've developed for the second *Escapist Expo*," said Alexander Macris, Senior Vice President of Alloy Digital

and General Manager of The Escapist. "We are particularly thrilled that *Escapist Expo* attendees will have a chance to compete in Super Street Fighter ® IV to be America's representatives on Team USA in China!"

Tickets for *Escapist Expo 2013* are currently available for purchase online. Other information about the show is available at www.escapistexpo.com and www.facebook.com/TheEscapistExpo

About World Cyber Games Inc.

Founded in 2000, [World Cyber Games](http://www.wcg.com) Inc. (WCG) is the organizer of the longest running global eSports tournament and festival in existence. Credited with launching the professional careers of many of the planet's top video game competitors, WCG uses a yearlong tournament format, which begins with online, national and regional competitions around the world. Top national competitors then convene to compete in the ultimate global eSports tournament, the World Cyber Games Grand Final, where they compete for prizes, and most of all, prestige. WCG2012 Grand Final will be held in Kunshan, China. For more information visit www.wcg.com

About ESS Agency

ESS Agency (formerly E-Sports Services) was founded in 2006 and has become a top event services and technology agency focused on connecting brands with their audience through video game entertainment. ESS Agency delivers branded and technology solutions for experiential marketing agencies and clients that exceed goals and deliver results. Additionally, ESS Agency has developed a suite of proprietary audience capture technologies that are deployed worldwide by major consumer brands and companies. ESS Agency has been the official USA strategic partner for the World Cyber Games since 2011. For more information visit <http://www.essagency.com>

About The Escapist

Alloy Digital-owned *The Escapist* offers a daily escape from the everyday for its worldwide audience of over 4.8 million gamers and entertainment enthusiasts. A multiple Webby Award-winning Internet media publication, *The Escapist* delivers varied and comprehensive content that attracts the attention of core gamers, developers, and industry insiders alike. With exclusive web video series, cutting edge feature articles, and custom social media events, *The Escapist* has built a vibrant and dedicated audience and community that are highly influential and deeply engaged, spending an average of 6.3 minutes on site during every visit.

Founded in 2005, *The Escapist* has grown to become a leading voice in video game culture and the modern day interests and lifestyle of the internet generation, delivering proprietary offerings to the coveted 12-34 male demographic with over 10 million video streams and 40 million page views a month. Its newly-launched gaming and gaming culture expo, the *Escapist Expo*, brought in 5,600 attendees in its first year. Please visit us at www.alloydigital.com and www.theescapistmagazine.com.

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