

## **GIGABYTE Becomes a Sponsor of Mass Luminosity**

DALLAS, Texas – Thursday, September 19, 2013 - Mass Luminosity, Inc. today announced that GIGABYTE, the world leader in high-performance gaming hardware and systems, has become a sponsor of the Mass Luminosity community and a marketing partner in Mass Luminosity's social media promotional campaigns directed at PC gamers and technology enthusiasts.

To this end, GIGABYTE will increase its support of Mass Luminosity's promotions throughout 2014 and intensify its engagement with the Mass Luminosity community.

"GIGABYTE is excited to officially partner with Mass Luminosity as a sponsor," said Irene Huang, Marketing Manager at GIGABYTE Technology. "GIGABYTE has always been committed to delivering the very best to gamers and this partnership helps us interact with hardcore gamers directly. Mass Luminosity has quickly become a powerful initiator of brand engagement and we are proud to support them."

"We are thrilled that GIGABYTE has decided to sponsor our vast community of PC gamers," said Angel Munoz, Founder and CEO at Mass Luminosity. "Our followers have responded enthusiastically to their cutting-edge motherboards and we are happy to feature them through the entirety of 2014."

### **About Mass Luminosity**

Mass Luminosity is the world's fastest growing social media community creating powerful experiences for PC gamers and technology enthusiasts. On the web it's located at [www.massluminosity.com](http://www.massluminosity.com) and on Facebook it's located at [www.facebook.com/MassLuminosity](http://www.facebook.com/MassLuminosity)

### **About GIGABYTE**

GIGABYTE, headquartered in Taipei, Taiwan, is known as a global leading brand in the IT industry, with employees and business channels in almost every country. Founded in 1986, GIGABYTE started as a research and development team and has since taken the lead in the world's motherboard and graphics card markets. On top of Motherboards and Graphics cards, GIGABYTE further expanded its product portfolio to include PC Components, PC Peripherals, Laptops, Desktop PCs, Network Communications, Servers and Mobile Phones to serve each facet of the digital life in the home and office. Every day GIGABYTE aims to Upgrade Your Life with innovative technology, exceptional quality, and unmatched customer service. Visit [www.gigabyte.com](http://www.gigabyte.com) for more information.