

Kingston Technology Becomes a Global Sponsor of Mass Luminosity

DALLAS, Texas - Monday, June 3, 2013 - Mass Luminosity, Inc., today announced that Kingston Technology, the world's largest independent manufacturer of memory products, has become a global sponsor of the Mass Luminosity community and a marketing partner in Mass Luminosity's social media promotional campaigns primarily directed at PC gamers from all over the world.

To this end, Kingston® will significantly increase its support of Mass Luminosity's HyperX® promotions throughout the year and intensify its engagement with the Mass Luminosity community of gamers.

"Kingston Technology is proud to work with Mass Luminosity to further spread the word about HyperX high-performance memory," said Annie Leung, HyperX marketing manager at Kingston. "Gamers, enthusiasts, overclockers and content creators have come to trust the HyperX name since beginning 10 years ago. Together with Mass Luminosity, we can engage, interact and give back to our community through exciting promotions and events."

"The Mass Luminosity social media community will soon reach one million members on Facebook," said Angel Munoz, Founder and CEO at Mass Luminosity. "We are very excited that on this crucial milestone, and on their own 10-year anniversary of the HyperX brand, Kingston has chosen to join our community as a global sponsor and partner."

About Mass Luminosity

Mass Luminosity is one of the fastest growing social media communities in the world, creating powerful experiences for gamers and technology enthusiasts. On the web it's located at www.massluminosity.com and on Facebook it's located at www.facebook.com/MassLuminosity

About Kingston

Kingston Technology Company, Inc. is the world's largest independent manufacturer of memory products. Kingston designs, manufactures and distributes memory products for desktops, laptops, servers, printers, and Flash memory products for PDAs, mobile phones, digital cameras, and MP3 players. Through its global network of subsidiaries and affiliates, Kingston has manufacturing facilities in California, Taiwan, China and sales representatives in the United States, Canada, Europe, Russia, Turkey, Ukraine, Australia, New Zealand, India, Taiwan, China, and Latin America. For more information visit www.kingston.com