



Press Release
For Immediate Release

Wheelhouse Marketing & PR Furthers its Investment in Mass Luminosity

At the Forefront of a Major Mass Luminosity Launch Announcement, Wheelhouse Boosts Partnering Role

(September 27, 2018, Fort Worth, TX) – Fort Worth based agency Wheelhouse Marketing & PR has increased its stake in its client, Mass Luminosity, a Dallas based initiator of global interaction and community experiences and the parent company of GTribe (www.theGTribe.com). The stake acquisition, that values Mass Luminosity at \$30 million, comes in light of the company's revolutionary technology development and at the forefront of the release of a new platform that will feature these cutting-edge advancements.

“It is a rare and unique opportunity not only to work alongside a client, but also to hold a stake in the business as a testament to believing in their vision,” states President and Managing Partner Julie Curtis. “Bringing the kind of technology that will be launched early next year, should make meaningful changes in the way we connect with each other. And until their official announcement, we are thrilled to be part of the plan that the CEO of Mass Luminosity, Angel Munoz, has set forth.”

Wheelhouse will continue its role as marketing and PR firm for Mass Luminosity platforms and technologies, while preparing to launch Mass Luminosity's new project in Q2 of 2019. “Wheelhouse has been in a wonderful position to grow with our clients nationally and internationally and Mass Luminosity rounds out our ability to connect with people on a global level.” states Managing Partner, Kell Curtis. Additionally, with the expansion of Wheelhouse Marketing & PR, the company has recently hired new personnel and moved into a larger facility near downtown Fort Worth, TX.

About WHEELHOUSE MARKETING & PR:

Based in Fort Worth, TX, Wheelhouse Marketing & PR develops connectivity between brands and unique entertainment properties by creating holistic partnerships that initiate win-win platforms. From public relations campaigns that support the story the brand is expressing, to marketing initiatives and sales programs that are fully supported by inventive collaborations, as well as printing and design work, Wheelhouse takes a distinctive and human approach to manifesting a message that speaks to the heart of the consumer.

Company Disciplines Include: Public Relations | Strategic Partnerships | Brand Building | Sponsorship Acquisitions | Consumer Engagement | Campaigns (POS, Interactive, Loyalty Programs) | Digital Engagement | Fully Executed Marketing Concepts (Origin to Completion) | Sponsorship Evaluation | Cause Marketing Platforms | Sponsorship Activation and Experiential | Printing and design. www.wheelhousepr.com | www.facebook.com/wheelhousepr | www.twitter.com/wheelhousepr

About Mass Luminosity:

Mass Luminosity, an initiator of global engagement and community experiences, manages large social media channels and is the parent company of Gaming Tribe (GTribe), the leading social media network for PC gamers and technology enthusiasts, located at www.theGTribe.com. For more information on Mass Luminosity visit: www.massluminosity.com.

About GTribe:

GTribe, a social media network geared specifically for tech savvy gamers, is a community based on values. From its members to partnering entities, the network is one that promotes healthy conversations and the exchange of ideas and information where communication is mutually respectful and consists of an array of topics that are passion-points to those within the gaming culture. Join the social revolution at www.theGTribe.com.

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