

Press Release

Karachi, Nov 20th, 2007 - **WIREDUP Gaming**, a new upcoming and trendy gaming center in Zamzama, recently hosted an **eSports Amateur Tournament for "Counter Strike 1.6"**. There were 140 participants (28 teams) from all over Karachi in the tournament showing the growing trend among youth for competitive gaming. The main sponsor for the event was "**Intel Youth Network**" which sponsored the winning prizes for the top 8 teams.

The tournament lasted for two weeks and was restricted to amateurs participating in the teams. "*We wanted to give a chance to the young aspiring individuals who do not get a chance to game competitively because of pro's always taking the limelight*" says Ammara Oberoi, Managing Partner of WiredUp Gaming. The winning team "Evil Genes" took the top Cash Prize for Rs. 25,000. The runners up were "Extreme Gamers" who took a winning of Rs 15,000 with the next six top teams taking a total cash equivalent winning of Rs. 33,000.

WiredUp Gaming continues to set the standard for gaming, eSports tournaments and by working closely with sponsors like "Intel" and other "Industry leaders" aiming to provide the best eSports tournaments available with cash prizes for the gaming community now and in the future.

WiredUp Gaming is also pleased to announce its official agreement with one the top Professional team in Pakistan, "the -i- Incredibles". The agreement (first ever in Pakistan) is a way to boost the players to play competitively on an international basis.

WiredUp Gaming offers both **PC gaming** (Counter Strike, Command & Conquer: Tiberian Wars3, Dota, FIFA, NFS, Generals, Company of Heroes etc.) and **Console Gaming**(Microsoft XBOX 360, Playstation III and Ninetendo Wii) at its facilities and has top of the line PC's using Intel, MSI and other leading vendor technologies.

WiredUp plans to announce a league in January 2008 in partnership with willing sponsors and gaming community which will further the cause of eSports in Pakistan. The primary objective of this league will be to plan, regulate and organize e-sports events right from the grass roots through to the professional level across the country. The league will be a common platform for competitive gamers, event managers and potential sponsors. Under its support, the league will introduce scholarship programs, training for gamers and game officials, seminars, and counseling and also organize International tournaments like *World Cyber Games (WCG)*, *WCG Asia*, amongst others.

*“Gaming is catching up amongst the Pakistani youth in a big way. There are over sixty thousand active gamers across the country. However the competitive opportunities for gamers are often limited due to the level of fragmentation and the unorganized nature of the industry. WiredUp Gaming by forming this league aims to provide a platform to raise the status of the Pakistani gaming industry to that of eSports and provide an opportunity to raise the standards of gaming to International levels through its various initiatives. **WiredUp** through the league will provide the opportunity for every individual and company with a talent or interest in gaming to be able to realize their full potential” says Ammara Oberoi, Managing Partner of Wiredup Gaming.*

About Wired Up Gaming

“WiredUp Gaming” is one of the leading gaming zones in Zamzama, Karachi attracting several thousand gamers of Karachi for entertainment both through its Personal Computer Gaming, Console Gaming, Match Rooms, Tournaments, Party Packages, Internet, Wi-Fi, LAN Parties, Young Corporate Team Building Packages and Café. Wired Up Gaming opened in May 2007 and has gained both a brand and name very quickly in the market. The facility consists of three floors. WiredUp has the most leading edge equipment and technology for gamers (including 8800 GTS graphic cards, Intel core 2 duo processors, MSI motherboards, Princeton & Kingston Gaming RAM, Graphic LCD and Gaming CRT’s). It also provides Match rooms for matches and tournaments with high-end gaming computers. In addition it has all the **popular consoles** available including Microsoft XBOX 360, SONY PlayStation III, and Nintendo WII displayed on HDTV’s and HDMI Projectors. Its software including games is all legal (and not pirated) giving a much more reliable environment. Its facility has both UPS and generators ensuring continuity to gaming even through power outages.

About Intel Youth Network

“**Intel® Youth Network**” is a marketing program launched by Intel® and executed by Helium (Pvt) Ltd in Pakistan to provide college students the ideal platform for social and professional growth as it employs a comprehensive program involving career and leadership opportunities, recognition, entertainment and free stuff sponsored by Intel®.

About Incredibles

Team **-i- Incredibles** was first born over five years ago and since then have won majority of the tournaments held in Pakistan. In addition the team players have also participated in International tournaments such as World Cyber Games. The **-i- Incredibles** name has always been known as one of the best in Pakistan, as from the very beginning, the players have competed and won at the highest levels of competition in both leagues and tournaments held in Pakistan.

The players of Team Incredibles have continued to perform at the highest levels of Pakistan competition. Their primary goal: to serve as one of the main contributors to the evolution of eSports, and help transform competitive gaming into something everyone in Pakistan can truly enjoy.

The Official Line Up OF **-i- Incredibles** is:-

-i- SHAGGY - Choudary Umar Saghir

-i- deadly_evil - Khummar abbasi

-i- Dre - Shahbaz Durrani

-i- Faint - Mohammad Yaqoob Khero

-i- uka - Umair Kamran Ansari

-i- FreezeoN - Hassan Usman Habib

