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Emerge Gaming Partners Digital Circus to target U.S. Gaming Market David Wheeler ex-EA Executive Creative Director to head Launch

Highlights:

- Digital Circus Media LLC is a Game Development and Interactive Storytelling company and is focused on building strategic content and partnerships across multiple media platforms
- Emerge Gaming to engage Digital Circus to develop AAA interactive gaming experiences across the U.S. Market
- Digital Circus is headed by David Wheeler, an award-winning writer/director/designer of video games and interactive movies and former Director of content at international brands EA, Vivendi and Universal
- Games under David Wheeler's leadership have generated more than USD\$2 billion in revenue (including Medal of Honor, Ghostbusters and The Bourne Conspiracy)
- Emerge Gaming sets its sights on U.S. for GameCloud adding Digital Circus content.

Emerge Gaming Limited (ASX: EM1) ("Emerge Gaming" or the "Company") is pleased to announce it has signed an MOU with U.S. based Digital Circus Media LLC ("**Digital Circus**") to launch its products, in particular the GameCloud game streaming technology, throughout North America.

About Digital Circus

Led by award winning media executive David Wheeler, Digital Circus Media is a creative hive and catalyst for Game Development and Interactive Storytelling.

Focused on developing Original IP with transmedia in their DNA, Digital Circus Media offers expertise in media development and production, game development, consulting, branding, design and strategic digital planning. Digital Circus has offices in New York & Los Angeles, USA and Toronto, Canada.

Digital Circus and Emerge Gaming

Emerge Gaming has embarked on the planning phase of a North American program with Cloudzen (GameCloud) and strategic partners in the U.S. and Canada. David Wheeler will be assisting in an advisory capacity in developing gaming content and introducing content relationships for the introduction of GameCloud into the U.S. market. The financial impact of the Digital Circus agreement is not determinable at this time. With a game studio presence in Toronto and strategic offices in New York and Los Angeles, this partnership will be targeting content partners in the coming months.

In addition to traditional studio and game development services, Digital Circus will introduce value-added partnerships and other relevant resources to promote, develop, distribute and produce games and supplemental multimedia content to support the success of the product launches.

Emerge Gaming will further look to assist Digital Circus with global eSports game development for its underlying content assets.

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Digital Circus's Portfolio of Games, Interactive Movies and Television

Digital Circus recognises the opportunity of the eSports content silo globally and looks to capitalise on its fast-growing audience. Equally, Emerge Gaming is now able to leverage Digital's Circus proprietary AAA content which has a strong following.



Emerge Gaming is in the final stages of undertaking a global launch strategy for the ArcadeX and GameCloud technologies.

Emerge CEO, Gregory Stevens noted: "This collaboration is a key component to opening up the U.S. market for the introduction of the GameCloud technology and opening up new avenues for mobile eSports in North America. We are very excited to be in partnership with David and Digital Circus."

David Wheeler noted: "We are very excited to be partnering with Emerge Gaming and Cloudzen. They have a sharp focus on the future of gaming and interactive media and that future is now!"

Outlook

The agreement with Digital Circus is a key component in the roll out of GameCloud.

The United States of America, along with South Africa, United Kingdom, South America, Africa, India, and Australia are regions agreed for distribution by Emerge Gaming under its exclusive global distribution agreement for GameCloud. Roll out will be conducted in these regions during the periods allocated, aligned with Emerge Gaming's rollout strategy for its Arcade X technology.

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About Emerge Gaming

Emerge Gaming Limited (ASX:EM1) is a leading eSports and Casual gaming tournament company. Emerge Gaming operates the online eSports and casual gaming tournament platform and lifestyle hub "Arcade X". Via this platform, casual, social and hardcore gamers can play hundreds of gaming titles against each other via their mobile, console or PC.

The platform uses its unique IP, advanced analytics tracking and proprietary algorithms to deliver an optimum tournament gaming experience for users while providing advertisers with the perfect vehicle for delivery of their messaging to a fully engaged audience.

More information: www.emergegaming.com.au and view the Arcade X platform at www.ArcadeX.co

About Digital Circus: www.digitalcircusmedia.com

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About Cloudzen & GameCloud

Singapore-based **Cloudzen** is a leading cloud gaming and mobile entertainment Platform as a Service provider which offers various means of communications channels through digital entertainment via game stores, communities and social networks. It was founded in 2004 by veteran game developer Robin Tan and has revolutionised game streaming through its **GameCloud** technology platform.

GameCloud provides gamers with a one stop portal for instant access to hundreds of AAA rated 3D graphic games and live streaming on mobile devices without having to download the game or any further hardware requirements. GameCloud enables gamers to play at any time from handheld devices and smart TVs, with multiplayer gaming, video streaming and social networking.