

MEDIA RELEASE: EMBARGO 9.30AM AEST 19 APRIL 2018

Gfinity Elite Series Australia Adds Melbourne ORDER, Kickstarting Esports Derby in Australia's Sporting Capital

Australia's first city-based franchise esports league starts June 2

Sydney, Australia: Thursday 19 April, 2018 - Gfinity Esports Australia today announced the newest franchise club joining the Gfinity Elite Series Australia presented by Alienware - Melbourne ORDER. Matching up against previously announced teams Melbourne AVANT and Sydney Chiefs, Melbourne ORDER will debut in a live arena esports series, kicking off June 2 from the Gfinity Australia Arena in Moore Park, Sydney - a first for Australian esports.

"Australia has a long history of traditional sporting rivalries, and we're excited to welcome a second Melbourne team bringing our own flavour of derby to the Gfinity Elite Series Australia. Melbourne Order tackling Melbourne Avant are fixtures of the future - every big city needs healthy competition," said Dominic Remond, Gfinity Esports Australia's CEO.

Melbourne Order are the second Melbourne team to join the Gfinity Elite Series, and look to offer fans an alternative to Melbourne AVANT. With a Melbourne derby in their sights, their goal is to walk away with more than just a win against their local rivals.

"We're excited to further cement our presence as part of the Melbourne esports community by becoming a representative of Melbourne in the Gfinity Elite Series Australia. It's a great opportunity to represent our fans locally with some of the biggest names in Australia, and we look forward to the competition" added Jake Tiberi from Melbourne Order.

Dominic Remond, Gfinity Esports Australia's CEO, highlighted the importance of adding the team to the Elite Series roster.

"It's a key goal for us that the future of Australian esports is represented through the Gfinity Australia Elite Series. The grassroots community has driven the local industry to where it is today, and we want to support and foster that growth through our city based league."

"We are thrilled to welcome Melbourne Order to the Gfinity Elite Series Australia. Having teams of this calibre, playing alongside up and coming esports players, will ensure the continued growth and competitive level of our local leagues. Through our partnership with Gfinity Esports Australia, we're proud to be providing a platform to give our top players the experience they'll need to take on the best international teams down the line," said Ben Jackson, Dell ANZ General Manager for Consumer and Small Business.

Positioned as the 'Big Bash League' of Australian esports, Gfinity Esports Australia will bring together a total of six city-based clubs for the Elite Series, each competing in front of fans and broadcast live at the state of the art Gfinity Hoyts Esports Arena in Sydney. Players will include Australia's best professional talent, joined by the next generation of superstars rising from the Challenger Series, who will be drafted into each of the clubs.

For more information on Gfinity Esports Australia, or the Challenger and Elite Series, head to www.challenger.gfinityesports.com.au.

ENDS

Press Contact for Media Enquiries:

Jayden Perry jayden@doublejump.com.au

Paul Houlihan paul@doublejump.com.au

To register for the Gfinity Australia Challenger Series, visit:

www.challenger.gfinityesports.com.au

Links:

Facebook: <https://www.facebook.com/GfinityAU/>

Twitter: <https://twitter.com/GfinityAU>

Instagram: <https://www.instagram.com/Gfinityau/>

YouTube: <https://www.youtube.com/channel/UChvo5ITK0qJDP466eGATcfQ>

Twitch: <https://www.twitch.tv/gfinityau>

About Gfinity Esports Australia:

Gfinity Esports Australia, was established by HT&E Events and Gfinity Plc, in August 2017, to launch Australia's first city-based league, **the Elite Series presented by Alienware**.

Gfinity Esports Australia will deliver Australian gamers and fans, a clear and structured competitive framework within Australian esports. The Elite Series presented by Alienware will see city-based clubs compete weekly in front of a live audience at a dedicated esports arena within the Hoyts Cinema Complex at Sydney's Entertainment Quarter. Competing across iconic game titles: Counter Strike Global Offensive, Street Fighter V and Rocket League, for a share in the some of the largest prize pools in Australian Esports history. Each event will be broadcast live across multiple platforms.

As well as the Elite Series, an online competition, **the Challenger Series presented by Dell Gaming**, will launch in January 2018. Open to all gamers, the Challenger Series presented by Dell Gaming will be the battleground for amateur players to compete against each other, to win the chance, via a player draft, to play alongside the pros in the Elite Series presented by Alienware. The Challenger Series presented by Dell Gaming represents the grassroots pathway seen in traditional sports, but not yet seen in Australian esports.

For more information, [visit the Gfinity Esports Australia website](#).