



For Immediate Release:

Founders Offer Public Preview of Innovative E-Sports Media Platform; Launch Date of Sept. 25 Nears

San Diego, CA – August 21, 2008 - E-Sport Fans International, Ltd. today raises the curtains on the organization's ambitious 18-month-long project (ESFI World, www.esfiworld.com) dedicated to help develop the booming international e-sport industry, while offering fans, players and teams an e-sport platform of unprecedented scope.

Scheduled to launch on Sept. 25, 2008, ESFI is excited to allow the public the opportunity to explore ESFI World via an interactive, commentary-driven online preview tour (www.esfiworld.com). The goal of the tour is to allow viewers to familiarize themselves with ESFI World and its innovative approach to e-sports media in anticipation of the launch.

ESFI is also taking this opportunity to encourage interested, potential staff to apply for a number of open positions. Please visit the job application page on the preview tour website at www.esfiworld.com/jobs.html.

For an in-depth look at ESFI World, please direct yourself to the preview tour website at www.esfiworld.com. You may also read the "innovation overview" section on the following page.

About E-Sport Fans International, Ltd.

Based in San Diego, CA and Seattle, WA, E-Sport Fans International (ESFI) was established in the fall of 2007 by Brent Ruiz, Gene Angel and Isaiah Petersen. ESFI's goal is to create a true e-sport media platform that will expand and grow e-sports for the future. Content standards, feature development and expansion have become stagnant while fragmentation has increased and attracting new fans is harder than ever. ESFI will begin the change at launch on Sept. 25, 2008.

Press Contact	Jobs	Visit the Preview Tour!
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Innovation Overview

Engaging site-wide content – from the everyday news article to feature interviews to a player’s personal game guide, ESFI World comes out of the box with a higher standard set when it comes to written content and ethics; 10 years in, e-sport deserves professional level content.

Circuit and ranking systems – due to the fragmentation of leagues and event organizers, it has been impossible to name a world champion for a game for any given year as there is no “season” to follow, nor any continuation factor from event to event. Nobody has been able to clearly present e-sports in a way that is easy to understand, making it difficult for newbies to get into it like they could any other sport. ESFI’s circuit system standardizes e-sports, builds anticipation as the season winds down, and creates hype and intriguing rivalries on an entirely new level.

Pro player and team profiles – IMDB-inspired tiered profiles are connected to the ESFI circuit system, allowing users to track their favorite pro players and teams throughout each season with appropriate stats, results, photos, videos, and fan message board; ESFI archives all content related to the competitor, even if it’s off-site to create the most complete resource.

Quality event coverage – attracting new potential fans is a tough proposition when quality of event coverage is lacking. ESFI’s focus is to make following an event as simple as possible and gather everything into one single space. Users can access one page and never need to navigate anywhere else to find related content. ESFI is also placing a large emphasis on video coverage and other original content.

Original video programming – ESFI World will launch with two original shows in addition to several hours of video coverage from past events. Other types of video content include interviews and game match VODs.

Useful web applications and networking tools – ESFI World is not just about the pros. Amateur players and teams are also welcome to create their own player and team profiles, enabling them to keep track of their match history, upload demos, and participate in the ESFI Open Circuit and win prizes (details to be announced at a later time).