

AVADirect Becomes Global Sponsor of Gaming Tribe

DALLAS, Texas — Wednesday, February 25, 2015 —Mass Luminosity announced today that AVADirect Custom Computers, a boutique computer manufacturer specializing in the design, engineering and production of high-performance computer systems, has become a sponsor of Gaming Tribe, the world's first curated social media network primarily focused on PC gamers and technology enthusiasts. AVADirect will act as a leading system integrator for Gaming Tribe's innovative and popular global giveaways and promotions. Furthermore, AVADirect has launched a new Corporate Page on Gaming Tribe, located at www.gamingtribe.com/page/AVADirect

"We are ecstatic to team up with Mass Luminosity to participate in such a unique and engaged online community," says Vice President of AVADirect, Gary Muravin. "For the first time, we have an unrestricted opportunity to connect with PC gamers and AVADirect supporters from across the globe. This is such an exciting time for our team, our brand, our new website, and most importantly, you, the fans. We look forward to interacting with you, and showcasing AVADirect like never before."

"We are thrilled to have AVADirect join our global community, as they share our dedication and passion for the finest in computer customizations and cutting edge technology," said Kimberly Vizurraga, SVP of Mass Luminosity, developers of Gaming Tribe. "We look forward to collaborating with AVADirect on new promotional opportunities designed exclusively for members of Gaming Tribe."

About Mass Luminosity

Mass Luminosity is a powerful igniter of explosive global engagement for video gamers and technology enthusiasts. On March 10, 2014, Mass Luminosity launched the world's first curated social media network exclusively dedicated to PC gamers and technology enthusiasts, named Gaming Tribe. This new social experience is located at www.GamingTribe.com.

About AVADirect Custom Computers

AVADirect is a custom computer manufacturer dedicated to providing their diverse clientele an industry-leading variety of components and options. Utilizing a unique and carefully developed combination of in-house procedures and expertise, AVADirect builds fully customized desktop PCs, laptops, workstations PCs, and servers at the pinnacle of quality and craftsmanship. Our customers are served by a dedicated team of experts in system configuration, architecture, assembly, and benchmarking—committed to provide the best service and craftsmanship. All computer systems manufactured by AVADirect are backed up by a best-in-the-industry warranty, personalized customer service, and free, lifetime technical support.