

HyperX Renews Global Sponsorship of Gaming Tribe

DALLAS, Texas - Tuesday, March 3, 2015 - Mass Luminosity announced that HyperX®, a division of Kingston® Technology Company, Inc., the independent world leader in memory products, has extended its sponsorship of Gaming Tribe™, the world's first curated social media network focused on PC gamers and technology enthusiasts. HyperX will continue to support Gaming Tribe promotions and will intensify its engagement with the Gaming Tribe community on their corporate page located at www.gamingtribe.com/page/HyperX

HyperX is the high-performance product line of Kingston encompassing memory modules, SSDs, USB Flash drives, headsets and mouse pads.

"HyperX is excited to partner once again with Mass Luminosity," said Annie Leung, global marketing manager, HyperX. "We are committed to delivering the very best to gamers and this partnership helps us interact directly with hardcore PC gamers and technology enthusiasts."

"We are thrilled that HyperX has chosen to extend their support of our global community," said Kimberly Vizurraga, SVP at Mass Luminosity. "Our members have responded enthusiastically to their cutting-edge, high-performance products and we are happy to feature them through the entirety of 2015."

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 HyperX

HyperX® is a division of Kingston Technology Company, Inc., the world's largest independent memory manufacturer. Established in 2002, HyperX is headquartered in Fountain Valley, California, USA. For more information, please call 800-337-8410 or visit www.kingston.com/us/memory/hyperx.