

G8 BRAND AND MASS LUMINOSITY PARTNER TO LAUNCH NEW T-SHIRT

Santa Ana, CA, February 1, 2011 – G8 Brand, the first apparel company designed by and for gamers, is unveiling a unique partnership with social network and technology company Mass Luminosity. A new T-shirt has been designed and launched today exclusively for Mass Luminosity's online global community.

"We are excited to work with Mass Luminosity because they really understand how to connect with their followers," said Carlo Ortega, Marketing Director of G8 Brand. "They have a strong social media presence, their fans are extremely supportive and are always looking forward to participating in upcoming Mass Luminosity promotions."



The new G8 / Mass Luminosity T-Shirt can be pre-ordered at <http://www.g8brand.com/products/massluminosity>

About G8 Brand

Designed for gamers by gamers, G8 Brand is a company committed to supporting the gaming community and culture as they create innovative clothing for competitive gamers. G8 sponsors professional gamers in WoW, CS 1.6, Quake Live, TF2, Madden, COD, Guitar Hero, and FIFA. Innovative products for gamers: LAN Hoodies, LAN Bags, Team Jerseys, T-Shirts, Thermals, Beenies, Caps, Wristbands, and Custom PC Travel Cases. Learn more at <http://www.g8brand.com>

About Mass Luminosity

Mass Luminosity, Inc. is a social network and technology company based in Dallas, Texas, specializing in online interactive experiences. Their current mission is to help make video game culture fun again while creating a real sense of community. Learn more at <http://www.massluminosity.com>

G8 Brand, Inc.
Director of Marketing, Carlo Ortega
200 N. Spurgeon St., Santa Ana, CA 92701
aLive@g8brand.com
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