

## Kingston Technology Extends Mass Luminosity Global Sponsorship

DALLAS, Texas - Monday, August 19, 2013 - Mass Luminosity, Inc., today announced that Kingston Technology Company Inc., the independent world leader in memory products, has extended its sponsorship of the Mass Luminosity global community.

To this end, Kingston® HyperX® will continue to increase its support of Mass Luminosity's promotions through summer 2014 and intensify its engagement with the Mass Luminosity community of gamers. HyperX is the high-performance line of Kingston encompassing memory modules, SSDs and USB Flash drives.

"Kingston HyperX is proud to continue its support of Mass Luminosity with the highest-performance memory modules, USB Flash drives and solid-state drives," said Annie Leung, HyperX global marketing manager at Kingston. "We want to congratulate them on recently surpassing one million fans on Facebook and are looking forward to creating a more dynamic and engaging experience for their community."

"We are excited that during the 10-year anniversary of HyperX, Kingston has chosen to extend and augment its support of our massive community, both as a sponsor and marketing partner," said Angel Munoz, CEO at Mass Luminosity. "We are honored that Kingston has chosen to become an integral part of our exciting activities directed at PC gamers and technology enthusiasts across the world."

### **Kingston HyperX can be found on:**

Facebook: <http://www.facebook.com/hyperxcommunity>

Twitter: <http://twitter.com/kingstonhq>

YouTube: <http://www.youtube.com/kingstonhyperx>

LinkedIn: <http://www.linkedin.com/company/kingston>

Google+: <https://plus.google.com/u/0/+kingston/posts>

### **About Mass Luminosity, Inc.**

Mass Luminosity is the fastest growing social media community in the world, creating powerful experiences for PC gamers and technology enthusiasts. On the web it's located at [www.massluminosity.com](http://www.massluminosity.com) and on Facebook it's located at [www.facebook.com/MassLuminosity](http://www.facebook.com/MassLuminosity)

### **About Kingston Technology Company, Inc.**

Kingston Technology Company, Inc. is the world's largest independent manufacturer of memory products. Kingston designs, manufactures and distributes memory products for desktops, laptops, servers, printers, and Flash memory products for PDAs, mobile phones, digital cameras, and MP3 players. Through its global network of subsidiaries and affiliates, Kingston has manufacturing facilities in California, Taiwan, China and sales representatives in the United States, Canada, Europe, Russia, Turkey, Ukraine, Australia, India, Taiwan, China, and Latin America. For more information, please call 800-337-8410 or visit [www.kingston.com](http://www.kingston.com).