



Press Release
For Immediate Release

GTribe Continues its Technological Advances by Providing Partnering Brands with Deeper Insights into Brand Health

The Social Media Network Geared Specifically for Tech Savvy Gamers Uses Artificial Intelligence Technology – “The Oracle” – to Track and Forecast Brand Perception

(November 30, 2016, Dallas, TX) – Dallas, TX based GTribe (www.theGTribe.com), a global social media network geared specifically for tech savvy gamers, announces a new artificial intelligence reporting system - *The Oracle powered by Oraculum™ Technology*.

Created by parent company *Mass Luminosity, Inc.*, *The Oracle* was developed to better understand the behavior and interests of the members of the GTribe community. This proprietary A.I. augmented system helps track brand perception trends, product adoption and forecast market trends and opportunities within the GTribe social network. The introduction of *The Oracle's* A.I. technology further strengthens the analysis of brand perceptions and product acquisitions, and alerts partnering companies about the health of their brands in real time. Most importantly, *The Oracle* can forecast brand and product trends and recommend timed actions to help brands better communicate to their audience while simultaneously better assuring GTribe members that their voices are being heard in the industry.

“The success of our partnering brands is priority,” states Founder and President Angel Munoz, “and *The Oracle* is the next step evolution to help enhance brand health within our community. By using a support trend line, much like in financial analysis, the A.I. technology helps us be proactive in determining the best time to initiate promotions and other brand enhancement actions.”

From GTribe’s initial launch in 2014, the network has become a unique social experience for both its members and brand partners. One where healthy conversations and the exchange of ideas and information is mutually respectful, driven by enthusiasts with a passion for technology and gaming. The addition of GTribe’s A.I. technology is just another example of the

network's intuitive approach to brand partnerships by creating a co-promoted voice that not only extends the credibility of the relationship, but speaks "with" the community, instead of "to" them. The network strives to host a trusted and inspired environment where both user and brand may genuinely co-exist.

About GTribe:

GTribe, a social media network geared specifically for tech savvy gamers, is a community based on values. From its members to partnering entities, the network is one that promotes healthy conversations and the exchange of ideas and information where communication is mutually respectful and consists of an array of topics that are passion-points to those within the gaming culture. Join the social revolution at www.theGTribe.com.

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