



**Press Release
For Immediate Release**

Wheelhouse Marketing & PR Acquires an Interest in Mass Luminosity

Acquisition Yields an Amplified Hybrid Marketing Strategy for Brands

(October 18, 2017, Fort Worth, TX) – Fort Worth based agency Wheelhouse Marketing & PR has acquired an interest in their client, Mass Luminosity, a Dallas based initiator of global engagement and community experiences that manages large social media channels and is also the parent company of GTribe (www.theGTribe.com). With continued roll-outs from Mass Luminosity's GTribe on advanced social media technologies, Wheelhouse Marketing & PR owners Kell and Julie Curtis along with Mass Luminosity's founder and CEO, Angel Munoz decided that a collaboration in bringing a hybrid offering to market would be the next big step.

Early in the relationship, Wheelhouse PR conducted a full asset evaluation of the potential value of the GTribe social network to a prospective brand. After realizing the true metric capabilities of the platform, Wheelhouse PR has been hard at work creating unique lifestyle brand opportunities within the environment of the GTribe global community. With the rapid growth of the social platform (growing by 100,000 registered accounts per month) and the quality of the users (with an average of 7.5 minutes spent on the site), the partners began to realize that a more strategic relationship could yield an amplified and quality experience for brands.

"Together, we are now able to create powerful marketing strategies, with committed internal teams: marketing minds meet technology minds, to elevate platform opportunities and better deliver quality campaigns to brand partners," said Julie Curtis. "We couldn't be happier in partnering with a visionary who shares our vision for better integrated relationships."

The combined, concerted effort in continuing to build more custom and enhanced brand partnerships will be the future in delivering truly integrated messaging that appeals to the GTribe community, and defines results for brand partners, both inside, and outside the

platform. “We are thrilled to elevate our relationship with Wheelhouse to the next level,” said Angel Munoz. “We are planning to effectively combine our core competencies and provide the most powerful global experiences for brands and consumers alike.”

About WHEELHOUSE MARKETING & PR:

Based in Fort Worth, TX, Wheelhouse Marketing & PR develops connectivity between brands and unique entertainment properties by creating holistic partnerships that initiate win-win platforms. From public relations campaigns that support the story the brand is expressing, to marketing initiatives and sales programs that are fully supported by inventive collaborations, Wheelhouse takes a distinctive and human approach to manifesting a message that speaks to the heart of the consumer.

Company Disciplines Include: Public Relations | Strategic Partnerships | Brand Building | Sponsorship Acquisitions | Consumer Engagement | Campaigns (POS, Interactive, Loyalty Programs) | Digital Engagement | Fully Executed Marketing Concepts (Origin to Completion) | Sponsorship Evaluation | Cause Marketing Platforms | Sponsorship Activation and Experiential.

www.wheelhousepr.com | www.facebook.com/wheelhousepr | www.twitter.com/wheelhousepr

About Mass Luminosity:

Mass Luminosity, an initiator of global engagement and community experiences, manages large social media channels and is the parent company of Gaming Tribe (GTribе), the leading social media network for PC gamers and technology enthusiasts, located at www.theGTribе.com. For more information on Mass Luminosity visit: <http://www.massluminosity.com>.

About GTribе:

GTribе, 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.theGTribе.com.

###

Press Contact:

Kell Curtis

kell@wheelhousepr.com

817.703.5394