XFX Becomes a Lead Sponsor of Mass Luminosity

Dallas, Texas -- Thursday, May 29, 2014 – Mass Luminosity today announced that XFX has joined AMD and Cooler Master as a LEAD global sponsor of Mass Luminosity. XFX will elevate to the highest level its participation in Mass Luminosity's social media promotional campaigns primarily directed at PC gamers and technology enthusiasts worldwide.

"Only a few companies in the world have been invited to be part of the highest level of participation, exposure and interaction with the Mass Luminosity and Gaming Tribe global communities," said Angel Munoz, founder and CEO, Mass Luminosity. "We are excited that XFX has accepted our invitation and joined this elite group of top companies. We will offer our community more ways to interact with XFX's expanding line of cutting-edge products."

"We are excited to be a part of the Mass Luminosity and Gaming Tribe global communities. We, as gamers ourselves, want everyone to experience the best that PC gaming can offer and Mass Luminosity is connecting us with gamers from all over the world." said Brent Angie, Vice President of Sales, XFX. "PC gaming has never been better and we are happy to support an enthusiast global community of gamers."

About Mass Luminosity
Mass Luminosity is a powerful initiator of global engagement for both video gamers and technology enthusiasts. On February 2014, Mass Luminosity launched the world's first open social media network exclusively for video gamers, called Gaming Tribe. Join the gaming revolution at www.GamingTribe.com

About XFX
XFX is a global presence in the world of electronic gaming. With its focus on taking gaming to the extreme, XFX has developed an exciting array of graphics cards, power supplies, and accessories that are designed to maximize the entire entertainment experience. A division of PINE Technologies, XFX operates its own manufacturing facility and maintains an R&D team that features some of the industry's most renowned talents. Visit the XFX website at www.xfxforce.com