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ESPORTS GETS BLOODY @ LA FAIR 9/8 – 9/10

Bloody shows off latest Light Strike gaming peripherals and partnership with Immortals

Chino, Calif., September 7, 2017– Esports is about to get Bloody. This year, the LA Fair will be hosting the ESPORTS GAMING WORLD festival, highlighting the tremendous growth of gaming, Esports, and virtual reality – all at the largest fair in the West Coast

Bloody is excited to announce a booth will be on-site to showcase the latest in Light Strike optical key switches and providing users a rare opportunity to get their hands on this revolutionary technology.

“Innovation is in our blood and Light Strike (LK) technology is something that we have developed from the ground up for the highest level of competitive gaming,” says Bill Hsu, North American Director of Bloody USA. “We’ve brought mechanical switches to the digital age by using optical beams for zero lag lightning and fast responsiveness to your most important gaming gear – the ones you control.”

Gamers will get to try out the upcoming new Light Strike generation 3 optical key switch technology and take part in various events and activities that will provide raffle tickets and other Fair exclusive swag.

Bloody will be at the LA FAIR which takes place at the Pomona Fairplex from 9/8 to 9/10 for the duration of the EGW show hours. For more info on EGW, visit <http://www.esportsgamingworld.com/>

Bloody is also on hand to support their signature esports partner, Team Immortals, who have recently been selected as the official Los Angeles team for Blizzard® Entertainment’s Overwatch™ league. Team members of the Immortals will be at the event on Saturday (9/9) from 5:00 PM PDT until 10:00 PDT. Learn more about Immortals Esports @ <https://immortals.gg/>

About Bloody

Bloody Gaming traces its roots to the legendary A4TECH line of PC peripherals established in 1987. With over 30 years of experience, Bloody Gaming marks the culmination of decades of research and development focused on bringing gamers a premium line of products developed for those seeking the ultimate gaming gear. Featuring some of the most advanced and innovative technology in the space, including the new Light Strike (LK) equipped keyboard

and mice, Bloody Gaming peripherals promise to provide gamers with the competitive edge they seek. After 10+ years of R&D, exclusively in the PC gaming sector, gaming is a passion for us; it's who we are... it's in our blood. Visit us at <https://www.bloodyusa.com>

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