

## PRESS RELEASE

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# King of the Storm - A Heroes of the Storm Tournament announced.

**With HotS Caster “Kendric” leading the tournament it will be a mixture of serious brawling and classic ESEN Studio fun. Part of the broadcast will be devoted to the game, analytics, latest major tournament results and more fun. The extra content of the show will be hosted by Jennifer “Murderslayer” Eserblom and Rikard “The Swede” Franzén both well known from other ESEN Studio productions.**

*“We’re excited to kick off the new King of the Storm Tournament! It’s such a pleasure to finally be able to launch a tournament on this licence. Everyone at ESEN Studio grew up with Warcraft, Diablo and Starcraft’s universe, and we definitely can feel the same atmosphere in Heroes of the Storm. It will also enable us to provide a brand new show to our viewers, as well as a really competitive tournament for the players! Tune in so you don’t miss the entertainment” Says Jonathan “Hirosawa” Grotzinger at ESEN Studio.*

The goal is to attract teams from all around Europe to compete in a tournament with a lot of heart and fun. The competition will feature

- Qualifiers: 1 Qualifier/Week for 4 Weeks, and we will broadcast both Semi Finals and the Final each week on our main twitch channel .The 2 finalists will be qualified for our playoffs phase
- Playoffs: The 8 best teams from the qualifiers will compete during this phase in order to win the title Kings of the Storm. Quarter finals, Semi finals and Grand final will be broadcasted live (The bronze final won’t be broadcasted)
- Teams expected each week: 64 | 320 players

### **The School of HotS. or SHotS**

During the whole tournament our caster “Boogie” who is casting CS:GO normally will learn how to play and also cast HotS with “reboot”, the super duper french dude. Join “Boogie” on his journey in becoming a HotS specialist. So even if you don’t know anything about the game you can watch the show and learn a bit more for every episode together with “Boogie” and “reboot”.

King of the Storm starts CET 19,00 16/3 on [www.twitch.tv/kingofnordic](http://www.twitch.tv/kingofnordic)  
Visit our facebook page for more info: [www.facebook.com/kingofnordic](http://www.facebook.com/kingofnordic)

Heroes of the Storm brings together a diverse cast of iconic characters from Blizzard's far-flung realms of science fiction and fantasy, including the Warcraft, StarCraft, and Diablo® universes, and challenges them to compete in epic, adrenaline-charged battles.

#### **About Plantronics**

Plantronics is a global leader in audio communications for businesses and consumers. We have pioneered new trends in audio technology, creating innovative products that allow people to simply communicate. From unified communication to Bluetooth® headsets to gaming solutions, we deliver uncompromising quality, an ideal experience, and extraordinary service. Plantronics is used by every company in the Fortune 100™, as well as 911 dispatch, air traffic control and various mission critical applications for those on the frontline.

#### **About HyperX**

HyperX is the high-performance product division of Kingston Technology, the independent world leader in memory products. The HyperX product line includes high-speed DDR4 and DDR3 memory, SSDs, USB Flash drives, gaming headsets, gaming keyboards and mouse pads. Designed to meet the needs of gamers, overclockers and enthusiasts, HyperX is known throughout the world for quality, performance and innovation. HyperX is committed to eSports as it sponsors over 30 teams globally and is the main sponsor of Intel Extreme Masters and ELEAGUE.

#### **Electronic Sports Entertainment Nordic**

ESEN Studio was founded as a media and broadcasting company that focuses in esports and gaming content. ESEN Studio is producing one the largest broadcasted esport tournaments in the world "King of Nordic" and has made over 100 LIVE broadcasts. As a professional production studio, ESEN Studio aims to forge long-lasting, beneficial relationships with all of our partners. [www.esenstudio.com](http://www.esenstudio.com)

