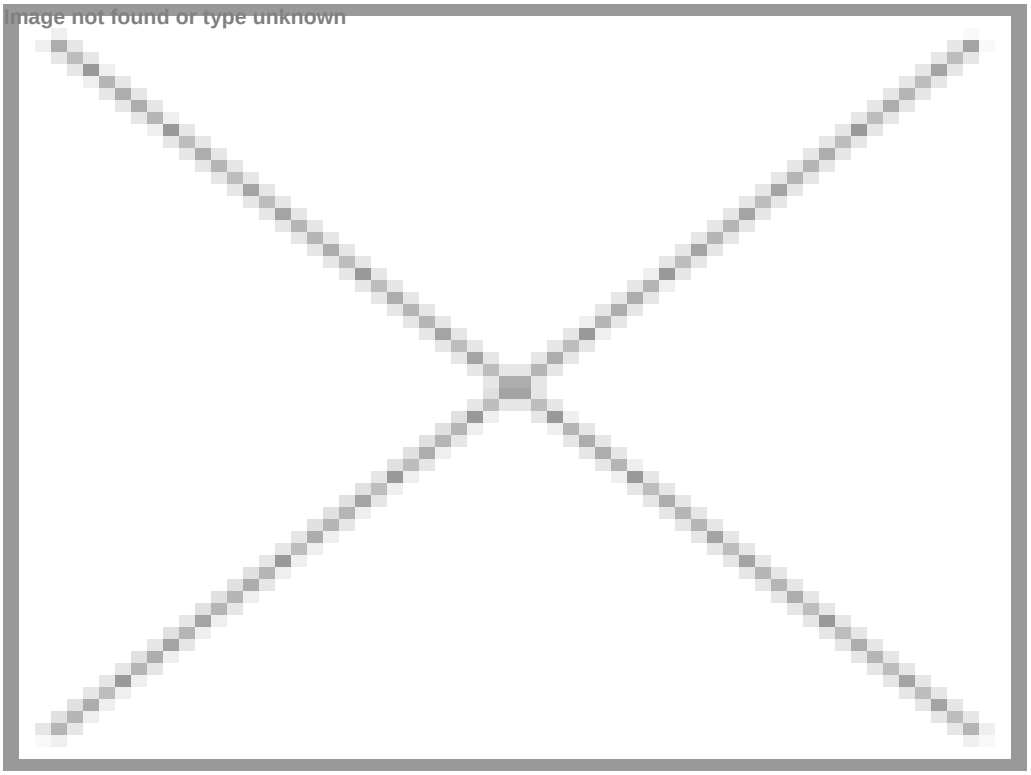
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E-LASER RUN PROVES A HUGE SUCCESS DURING IOC'S INAUGURAL OLYMPIC ESPORTS WEEK IN SINGAPORE

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The International Olympic Committee's first-ever Olympic Esports Week had Singapore (SGP) abuzz last week with UIPM's E-Laser Run Game proving to be a big hit with participants across the three exhilarating days of action.

With live finals in the Olympic Esports Series taking place as well as a host of esports exhibitions at the Suntec Singapore Convention & Exhibition Centre, the inaugural event linked the physical and virtual sporting worlds like never before, promoting esports across the Olympic movement.

Modern Pentathlon was present and active in the thrilling proceedings with UIPM's innovative E-Laser Run Game winning hordes of new fans in Singapore. UIPM set up a free-to-play booth that was open to the general public throughout Olympic Esports Week from June 23-25 where approximately 1000 visitors, particularly younger participants and gaming enthusiasts, tried their

hand at E-Laser Run.

The game's unique fusion of a replication of actual Laser Run and virtual competition received an overwhelmingly positive response with visitors taking the opportunity to try the physical Laser target shooting. The immersive gameplay and innovative concept were praised by participants.

There were also distinguished visitors to the UIPM booth throughout the week including IOC Vice President Mr. Ng Ser Miang, Senior Minister of Singapore Mr. Teo Chee Hean, Sport Singapore CEO Mr. Alan Goh and a host of IOC Members.

The week also offered UIPM staff the opportunity to actively engage with the gaming community, developers and publishers and gather fruitful insights and feedback.

The IOC's assertion that the week was a historic milestone which marked "the next step in the promotion of virtual sport within the Olympic Movement, further connecting with the gaming community" was all too clear from the three days where competitors were cheered on by a sold-out crowd of fans and all events streamed online.

President of the Singapore Modern Pentathlon Association Cassandra Choh said: "The inaugural Olympic Esports Week will be remembered for some time as a major moment for the Olympic Movement and indeed for Modern Pentathlon.

"It was so exciting to see so many visitors here in Singapore flocking to the UIPM booth during the week, with young gaming enthusiasts appearing to particularly enjoy the E-Laser Run Game. Seeing the sports and esports communities come together like this to share passions and ideas was very inspiring."

UIPM President, Dr. Klaus Schormann said: "I am so happy to hear of the success of UIPM's E-Laser Run Game at the Olympic Esports Week. The major success of this inaugural event, with Modern Pentathlon playing its part, is another positive sign of innovation in our movement.

"UIPM has been vocal and adamant that innovation and making our sports appeal to younger generations is a vital aim for us. Innovation has been a cornerstone of our movement ever since Modern Pentathlon was founded by Baron Pierre de Coubertin and introduced to the Olympic Games in Stockholm in 1912. Over a century on, our esport product and strategy is helping to continue that innovation."