



No.150501001

May 1, 2015 (Friday)

Aiming Incorporated

For Immediate Release

## **Aiming Incorporated Sponsors Japanese eSports Pro Team “DeToNator”**

Tokyo, Japan—Aiming Incorporated (TSE: 3911) announces their sponsorship of the Japanese electronic sport (eSports) pro team “DeToNator” (Leader: Masaru Ejiri). Starting today, Aiming shall be providing support for the e-sports competition activities of “DeToNator”.

E-sport is a new kind of worldwide entertainment with several exciting international tournaments awarding millions of yen in cash prizes, with some of the highest prizes being over 1.3 billion yen, held yearly. E-sports tournaments and events are also being held in Japan, an index of the growing opportunities of the e-sports industry has in this country. Embracing these opportunities, Aiming will serve as the main sponsor of “DeToNator”, one of Japan’s top e-sports professional team, to further increase the recognition of these gamers and foster the awareness of this new development of the game market. Furthermore, Aiming continues to positively promote its in-house culture of “ゲーヲタ採用” (The priority in recruiting applicants who are first and foremost passionate gamers), and aims to make a big international leap from Japan as a game developer. As “DeToNator” carries the same indicator for global success, the sponsorship contract was made at the best opportunity. Aiming is also considering the development of a game with strong e-sports elements.



### **■A Comment from Tadashi Shiiba, CEO/President of Aiming Incorporated**

In upholding our “ゲーヲタ採用” culture, we managed to build here at Aiming, are a team whose members love games from the bottom of their hearts. New developments in the game industry, opened new possibilities like e-sports, and thus became a mission for us to support and diversify to, and in the game industry, a new challenge of making a team go global is what we, a venture company, think we ought to support. Team leader Masaru Ejiri has experience in starting a business, and has a strong and deep passion for games. We believe in the potential of “DeToNator” and of e-sports.



### ■ A Comment from Masaru Ejiri, Team Leader of “DeToNator”

This sponsorship agreement is a very important event as it has opened up a great potential for “DeToNator”. We are very excited in receiving this kind of emotional support filled with great expectations and hopes. With this help, we are now more confident in preparing ourselves in facing our global adversaries. The strength of a lot of people along with the untiring trust among our athletes made this sponsorship possible. We would like to thank everyone who was involved in making this happen.

We are already working with our sponsor on choosing which global game titles to participate in. *A.V.A.*, is of course included, and *Dota 2*. As for *League of Legends* and *Counter-Strike: Global Offensive*, we have just recruited athletes for both games. We will train our athletes in such a way that they are able to think, strategize, and act on their own. We believe in newfound relationships, even more so in being able to make a great leap forward with their best efforts. Last but not least, we have established a company for the purpose of managing these gaming teams.

### ■ Regarding the Incorporation of “GamingD Incorporated”

## “Passion for Games is Everything.”

For the purpose of managing “DeToNator”, GamingD Incorporated (also known as “GamingD”) was established. GamingD, through the endless pursuit of inquisition in games and products made by passionate individuals brought together, hopes to inspire people, and together with their sponsors, continue the revitalization of the game industry with their best efforts as a professional team. Through games, all efforts made by organizations that can grow will not be made in vain. Games have no boundaries, and for us to send a message out to the world from Japan, we will have “passion” at all cost.

As for the meaning behind the company name “GamingD”, are two teams: “DeToNator” and their brother clan “Galactic”. The Japanese word of the English name “DeToNator” is “起爆装置” and the Japanese word of the English team name of “Galactic” is “星雲 (which literally means “star cloud”)” different “stars (figuratively means “skills”)” have been brought together. The use of the present progressive tense form of the English word “Game” which is “Gaming”, signifies that these two teams are progressively still active in the game world.

#### Corporate Logo



#### Corporate Information

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■DeToNator Introductory Video 【What is DeToNator】 (Japanese Only)

<https://youtu.be/5f2pybY664U>

#### <About Aiming>

■Aiming Facebook (Japanese Only)

URL: <https://www.facebook.com/AimingInc>

■Aiming Twitter (Japanese Only)

URL: <https://twitter.com/aiminginc>

#### <About GamingD>

■DeToNator Official Website (Japanese Only):

URL: <http://detonator-gg.com/>

■DeToNator Facebook (Japanese Only)

URL: <https://www.facebook.com/ava.detonator>

■DeToNator Twitter (Japanese Only)

URL: [https://twitter.com/AVA\\_DeToNator](https://twitter.com/AVA_DeToNator)