

SCUF ELITE

Scuf Gaming Launches Innovative Range of Accessories and Controller Customization for the Xbox Elite Wireless Controller

PRESS RELEASE – December 19, 2016 (Atlanta, GA) – Scuf Gaming® (SCUF), global leader in esports and input devices, announces a new range of innovative accessories for the Xbox Elite Wireless Controller and the launch of the SCUF ELITE customization program as part of their partnership with Microsoft.

Six years ago, SCUF created a new market space for professional customized controllers, challenging the ‘status-quo’ of how controllers were designed and used. Inventing many features that improve performance including paddles and adjustable hair trigger/stop mechanisms, SCUF has 25 granted patents and another 55 pending. SCUF is used by over 90% of professional gamers, in October 2015, SCUF announced that it signed a licensing deal with Microsoft Corporation providing Microsoft the rights to use SCUF’s intellectual property, patents and innovations. Under the terms of the agreement, Scuf Gaming became the exclusive 3rd party accessories partner for professional gaming.

Recognizing the competitive edge that SCUF patented features provide, Duncan Ironmonger, CEO & Co-Founder of Scuf Gaming stated, “Since inception, our vision has always been to cater to the top 10% of the market, but also see the mass market benefit from the innovative features and functions we patented. Over 90% of top professional gamers use SCUF so, our handcrafted SCUF Infinity Series are always built with weight, performance, precision and design in mind. Not everyone is aware we exist so, now we are able to offer the wider market an alternative through our partnership with Microsoft to further increase awareness with the launch of the Xbox Elite Wireless Controller and our SCUF ELITE accessories.”

Now gamers can experience SCUF familiarity and innovation to further boost their Xbox Elite Wireless Controller gaming experience. SCUF is offering their crossover paddle control system and directional bias D-pad positioned for optimal ergonomic performance, military grade grip handles contoured to fit your hand and an increased range of precision thumbsticks. The SCUF ELITE customization program also offers a full range of unique designs and color treatments, including faceplate, buttons, trim and SCUF accessories.

SCUF ELITE accessory kits may be purchased separately on scufgaming.com for the Xbox Elite Wireless Controller. SCUF ELITE Paddle Control System & Directional Bias D-pad kit sells for \$39.95 and the SCUF ELITE Pro Grips & Precision Thumbstick kit is \$29.95 and available in five color options. The SCUF ELITE controller customization program ranges from \$139.95 to over \$200 depending on features and customization selected.



Scuf Gaming Innovation and Customization for the Xbox Elite Wireless Controller



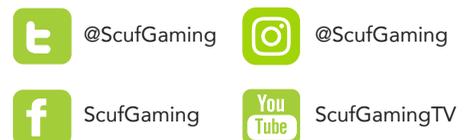
The new SCUF ELITE Customization Program



SCUF ELITE Paddle Control System



SCUF ELITE Customization Program and Accessory Kits



SCUF ELITE

SCUF ELITE Paddle Control System & Directional Bias D-pad Kit - \$39.95

SCUF ELITE Paddle Control System

- SCUF paddles are positioned for optimal ergonomic performance, using crossover paddle control system.
- Paddles mimic any face button, allowing thumbs to remain on the thumbsticks - shortening response time between actions.
- Modular and customizable, choose from 0 to 4 paddles to utilize more of your hand in game.
- Comfortable, intuitive design, and familiar to SCUF users. Play like a Pro.
- Color: Silver

SCUF ELITE Directional Bias D-pad

- Tilted D-pad to access a single direction bias quicker - reduced distance when alternating from the thumbstick to D-pad.
- The angle helps the gamer focus on the direction of the D-pad bias.
- Adjustable to all 4 positions.
- Magnetic technology for easy position changes.
- Color: Silver

SCUF ELITE Pro Grip Handles & Precision Thumbstick Kit - (coming soon) \$29.95

SCUF ELITE Precision Thumbsticks

- Improve precision and accuracy.
- Length and shape caters to different hand sizes.
- Military grade grip for increased comfort and durability.
- Magnetic technology for easy thumbstick change.
- Colors: Black, White, Red, Blue, Green

SCUF ELITE Pro Grip Handles

- Contoured to fit your hands.
- Military grade material for improved grip.
- Easy to install.
- Colors: Black, White, Red, Blue, Green

To learn more about SCUF's Infinity range of professional controllers and the SCUF ELITE customization program and accessories, please visit us online at www.scufgaming.com.

About Scuf Gaming

Scuf Gaming® is a global leader and innovator in esports, providing tactical gear for elite gamers where over 90% of the top professional gamers in the world use SCUF. Selling high-end accessories and customized gaming controllers for PC and console, SCUF offers a number of functional and design features custom built to increase hand use and improve gameplay. Built to specification, SCUF controllers cater to professional and hardcore gamers who recognize that one size does not fit all. The SCUF controller has features, which are covered by 25 granted patents, and another 55 pending; protecting 3 key areas of a controller; back control functions and handles, trigger control mechanisms and thumbstick control area.



SCUF ELITE Paddle Control System & Directional Bias D-pad Kit



SCUF ELITE Pro Grip Handles & Precision Thumbstick Kit