KontrolFreek Continues Global Retail Expansion; Announces Partnership with the UK's Largest Gaming Retailer

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KontrolFreek, creators of the popular FPS Freek® and other performance gaming accessories, today announced that KontrolFreek products are now available at GAME Retail stores across the United Kingdom. KontrolFreek's ergonomically-designed products snap directly onto the analog sticks of Microsoft Xbox and Sony PlayStation gaming console controllers, elevating the gaming experience by improving performance and accuracy and increasing player comfort.

The GAME retail partnership marks KontrolFreek's second major foray into brick and mortar retail, following the company's first retail agreement in the United States with Best Buy stores nationwide, announced in August of this year.

KontrolFreek products currently available in 89 GAME stores across the United Kingdom and online athttp://www.game.co.uk include:

- FPS Freek Vortex for Xbox 360 and PlayStation 3 - With one full size, convex stick designed for accuracy, and one shorter, Close Quarters Combat (CQC)-style stick that's concave for comfort and grip, Vortex represents the perfect combination for just about any gameplay situation.
- FPS Freek Specter for Xbox One - Inspired by the immensely popular "Call of Duty: Advanced Warfare" game, Specter is designed for first-person shooter medium-to-long-range combat situations typical of the COD franchise.
- FPS Freek CQC Signature for PlayStation 4 - Whether you're a run n' gunner, dog tag collector or shotgun-wielding super commando, FPS Freek CQC Signature Series is the right tool for the job.

"This year has brought significant growth to KontrolFreek, not only as we introduce new products and bring new innovations to market, but also as we continue to expand our retail presence around the world," said Ashish Mistry, CEO of KontrolFreek. "GAME is the ideal retailer to bring our products to shelves and introduce the accuracy and comfort that KontrolFreek is known for to European gamers across the pond."

"At GAME we're always looking to offer new products that gamers will love," said Charlotte Knight, Trading Director at GAME Retail Ltd. "As the leading specialist retailer of video games and accessories in the UK, this collaboration is a step further in making sure gamers have access to the products that can improve their experience."

KontrolFreek designs and manufactures more than 20 individual products, each developed for a specific game or function, ranging from first person shooter (FPS), racing, sports to casual arcade games. KontrolFreek products are made in the United States and are sanctioned for tournament play. With more than 1 million direct customer touch points, KontrolFreek has built a strong fan following and customer base since the company launched in 2009.

In addition to the KontrolFreek products currently available in GAME Retail stores, additional KontrolFreek products are available online at KontrolFreek.com.

About KontrolFreek - Headquartered in Atlanta, KontrolFreek designs and creates premium gaming accessories that give players at all levels a competitive advantage. KontrolFreek combines ergonomics and innovative design to deliver improved accuracy, maneuverability and comfort for Xbox and PlayStation gamers. For more information, visit KontrolFreek.com and follow the company on Twitter, Facebook and Instagram

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