



## **Green Man Gaming Enables Premium PC Hardware Resellers to Offer PC Gamers Best-Value Hardware/Game Bundled Promotions**

- Green Man Gaming's award-winning, patented technology powers a unique, custom-built platform that will benefit game publishers and Intel® Technology Providers, channel partners, resellers, and retailers, and ultimately, the PC customer.
- This frictionless online platform hosts the new Intel® Software Distribution Hub (Intel® SDH) for channel partners to buy premium game codes with Intel-based PCs.
- Green Man Gaming publishers get access to new and significant revenue streams as hardware resellers have access to publishers' PC games together with Intel hardware.

**London, UK, 25 September 2017** - Green Man Gaming has announced that its award-winning patented technology will power the newly launched Intel® Software Distribution Hub (Intel® SDH). The Intel® SDH will function as a self-service B2B marketplace, matching hundreds of Intel's channel partners (Intel® Technology Provider Gold and Platinum Partners) with many market-leading games from Green Man Gaming's PC game publishers. This gives Intel hardware channel partners the opportunity to create custom value-added incentives to differentiate and generate sales, and it also allows game publishers to take advantage of a new revenue stream to boost sales worldwide.

### **Benefits for Gaming Publishers**

Green Man Gaming will provide its game publisher partners access to the Intel® SDH, where publishers will be able to sell individual and bundled games at multiple price points to PC enthusiast channel & retail resellers and ensure that their games go directly to the reseller's customers. This simplifies working with Intel-based PC hardware resellers worldwide, and improves the security of game key distribution – key steps to opening up an untapped revenue stream.



## **Benefits for Premium Hardware Partners**

The new platform is created to allow Intel's channel and retail partners to gain access to publisher-agreed, deeply discounted prices on popular PC game titles; pre-purchase game codes before the titles are released; and earn Green Man Gaming credit redeemable on any product in the store. Intel-based hardware reseller partners will be able to browse and order top PC game franchises using this fast, secure and frictionless online platform, on a first-come-first-serve basis.

*"The Intel Software Distribution Hub offers our Intel Technology Provider Gold and Platinum Partners the unique opportunity to differentiate themselves by providing a wide range of popular game titles, in addition to delivering the excellent performance and exceptional experiences our gaming customers demand,"* said Ricardo Moreno, Vice President, Sales and Marketing Group - General Manager, Partner Sales Programs Organization at Intel Corporation.

*"Green Man Gaming and Intel support and enhance the overall experience for gamers, from both a community and industry perspective,"* said Paul Sulyok, CEO and Founder of Green Man Gaming. He believes that the Intel Software Distribution Hub offers PC gamers the best hardware and game deals on the market and provides game publishers and Intel reseller partners within the industry the opportunity to tap into a new revenue stream and boost sales.

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### **About Green Man Gaming**

Green Man Gaming is a global technology company at the heart of the video games industry.

Greenmangaming.com is an eCommerce store and community offering over 8,500 digital multi-platform games from 550 publishers to gamers in 195 countries in combination with the latest game insights and information. Millions of gamers worldwide have access to a single destination that allows them to discuss, discover and share all things gaming within a highly engaged community. This includes game data tracking, reviews as well as expert insights available on Green Man Gaming's game hubs, blog and newsroom.

Green Man Gaming Publishing works with independent development studios globally to market their own games and increase the visibility of games in a challenging marketplace. The industry expertise and knowledge of the publishing team provide developers with hands on and collaborative support that includes in-depth market analysis, integrated Marketing and PR campaigns, finishing finance options and global retail strategy.

Leveraging its patented technology, Green Man Gaming also partners with game publishers and leading hardware manufacturers to support their marketing initiatives. Announced at CES 2017, Green Man Gaming's digital storefront is currently being made available on millions of Lenovo laptops worldwide through the Lenovo Entertainment Hub. Green Man Gaming has also partnered with Intel to build and manage their software distribution hub which offers digital games to hundreds of hardware partners as part of the Intel® Technology Provider Gold and Platinum Partners Program.

Green Man Gaming has been recognised by leading bodies in the video gaming, business and technology sectors with over 30 awards received since it was launched in 2010.

[www.greenmangaming.com](http://www.greenmangaming.com)