



NEWS RELEASE

# GLOBAL GAMING AUDIO LEADER TURTLE BEACH LAUNCHES INTO PC GAMING WITH THREE ALL-NEW ATLAS GAMING HEADSETS – NOW AVAILABLE AT RETAIL

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Turtle Beach's New Atlas Line is Built for PC Gamers, Featuring Three Models,

Including the Pro-Level Elite Atlas, the Powerful Amplified Atlas Three,

and the Versatile Atlas One

San Diego, CA – Oct. 1, 2018 – Leading gaming headset and audio accessory brand **Turtle Beach** (NASDAQ: HEAR) officially enters the PC gaming headset market with today's announcement that the company's all-new **Atlas** line of headsets built for PC is now available at participating retailers worldwide. Designed in collaboration with leading esports teams, including Astralis, OpTic Gaming, and the Houston Outlaws, Turtle Beach's Atlas line features three different models, including the **Elite Atlas Pro Performance PC Gaming Headset**, the powerful **Atlas Three Amplified PC Gaming Headset**, and the versatile **Atlas One PC Gaming Headset**. Each Atlas headset offers PC gamers an innovative set of features, functionality and pricing, starting with the Elite Atlas with a MSRP of \$99.95, and the Atlas Three and Atlas One with MSRPs of \$79.95 and \$49.95, respectively. Read below for full details of each Atlas PC gaming headset.



“We worked with some of the best pro gamers in the world to make sure our new Atlas line delivers PC gamers the superior audio performance and comfort Turtle Beach is known for,” said Juergen Stark, CEO, Turtle Beach. “Turtle Beach’s success is rooted in our ability to innovate and offer a broad portfolio of products designed for all types of gamers, from professional competitive esports athletes to those just getting into gaming, and that’s what we’re now bringing to the PC market with our Atlas headsets. We knew we needed more than just a single offering, so we built the Atlas lineup to cater to the various types of PC gamers out there – whether they’re shopping based on specific features or budget.”

Stark continued, “The Elite Atlas is built for pro players, aspiring pros, and hardcore gamers, and its \$99 MSRP keeps it well within reach for serious PC gamers looking for the best headset to help them take on the competition. The Atlas Three offers PC gamers an option with amplified audio and is based on our best-selling Stealth 600 headset design. And the Atlas One is a great everyday PC gaming headset that delivers premium sound, comfort, and multiplatform compatibility at a great price.”

When designing the new Atlas line, Turtle Beach worked closely with top esports teams to fully understand the needs of elite esports athletes, and to ensure the Atlas headsets deliver on PC gamers’ expectations. After all, esports teams know a thing or two about what it takes to perform at the highest levels of play, whether practicing or competing on the tournament stage. In fact, Astralis just won the FACEIT London 2018 CS:GO Major Championship that took place on Sept. 23, 2018, with a follow-up performance as the winner of the CS:GO Blast Pro Series Istanbul tournament which took place this past weekend.

“In Counter-Strike, sound and communication are essential. There is no room for mistakes, and being able to recognize the sound of footsteps, weapon type, and other audio details just a millisecond before your opponent makes a huge difference,” said Peter ‘dupreeh’ Rasmussen. “If you want to be the best, you want your equipment to be second to none – the difference between a good and a great headset can be the difference between winning and losing a grand final. So, it’s been very rewarding working with the team at Turtle Beach to help them ensure the Atlas headsets provide top-tier audio performance for all PC gamers.”

Below are full details on Turtle Beach’s three new Atlas gaming headsets built for PC.

## Full Elite Atlas Pro Performance Gaming Headset Details:

The Turtle Beach® Elite Atlas sets a new benchmark for esports audio on PC. For pro-players and hardcore PC gamers alike, the Elite Atlas is built to win with a durable yet sleek metal headband with a suspended pad, ProSpecs™ glasses friendly design, and upgraded magnetic memory foam ear cushions featuring athletic fabric and synthetic leather working together to block out external noise. Audio performance centers around the Elite Atlas' pro-tuned 50mm Nanoclear™ speakers that deliver immersive Windows Sonic for Headphones<sup>1</sup> surround sound, and the removable high-sensitivity mic with TruSpeak™ technology for flawless communication with teammates. Finally, the Elite Atlas goes wherever gaming takes you with included 3.5mm and PC-splitter cables that connect to any PC setup.

## Full Atlas Three Amplified Gaming Headset Details:

The Turtle Beach® Atlas Three PC gaming headset delivers powerful amplified Windows Sonic for Headphones<sup>1</sup> surround sound to immerse you in your games, movies, and music. The Atlas Three features large 50mm speakers for game audio and Turtle Beach's high-sensitivity flip-to-mute mic for crystal-clear chat. For added durability and comfort, the Atlas Three dons a metal-reinforced frame with Turtle Beach's unique ProSpecs™ glasses friendly design, along with a breathable fabric-wrapped headband and memory foam ear cushions. Additionally, the Atlas Three offers Variable Mic Monitoring so you can hear and adjust the volume of your voice inside the headset to avoid shouting at other players, plus audio presets including Vocal Boost, and a rechargeable battery that delivers over 40-hours of gaming per use.

## Full Atlas One Gaming Headset Details:

The Turtle Beach® Atlas One gaming headset is built for battle, delivering immersive Windows Sonic for Headphones<sup>1</sup> surround sound and crystal-clear chat through its high-quality 40mm speakers and high-sensitivity flip-to-mute mic. The Atlas One also features a lightweight design with a metal-reinforced headband and ProSpecs™ glasses friendly synthetic leather-wrapped memory foam ear cushions to provide added durability and unmatched comfort for those all-nighters.

For more information on the latest Turtle Beach products and accessories, visit [www.turtlebeach.com](http://www.turtlebeach.com) and be sure to follow Turtle Beach on **Facebook**, **Twitter** and **Instagram**.

## About Turtle Beach Corporation

Turtle Beach ([www.turtlebeach.com](http://www.turtlebeach.com)) has been transforming console multiplayer gaming since the very beginning with its wide selection of industry-leading, award-winning gaming headsets. Whether you're a professional esports athlete, hardcore gamer, casual player, or just starting out, Turtle Beach has the gaming headset to help you truly master your skills. Innovative and advanced technology, amazing high-quality gaming audio, clear communication, lightweight and comfortable designs, and ease-of-use are just a few features that have made Turtle Beach a fan-favorite brand for gamers the world over. Made for Xbox, PlayStation®, and Nintendo consoles as well as for PC, Mac®, and mobile/tablet devices, having a Turtle Beach gaming headset in your arsenal gives you the competitive advantage. The Company's shares are traded on the NASDAQ Exchange under the symbol: **HEAR**.

## Cautionary Note on Forward-Looking Statements

This press release includes forward-looking information and statements within the meaning of the federal securities laws. Except for historical information contained in this release, statements in this release may constitute forward-looking statements regarding assumptions, projections, expectations, targets, intentions or beliefs about future events. Statements containing the words "may", "could", "would", "should", "believe", "expect", "anticipate", "plan", "estimate", "target", "project", "intend" and similar expressions constitute forward-looking statements. Forward-looking statements involve known and unknown risks and uncertainties, which could cause actual results to differ materially from those contained in any forward-looking statement. Forward-looking statements are based on management's current belief, as well as assumptions made by, and information currently available to, management.

While the Company believes that its expectations are based upon reasonable assumptions, there can be no assurances that its goals and strategy will be realized. Numerous factors, including risks and uncertainties, may affect actual results and may cause results to differ materially from those expressed in forward-looking statements

made by the Company or on its behalf. Some of these factors include, but are not limited to, risks related to the Company's liquidity, the substantial uncertainties inherent in the acceptance of existing and future products, the difficulty of commercializing and protecting new technology, the impact of competitive products and pricing, general business and economic conditions, risks associated with the expansion of our business including the implementation of any businesses we acquire, our indebtedness, and other factors discussed in our public filings, including the risk factors included in the Company's most recent Quarterly Report on Form 10-Q and the Company's other periodic reports. Except as required by applicable law, including the securities laws of the United States and the rules and regulations of the Securities and Exchange Commission, the Company is under no obligation to publicly update or revise any forward-looking statement after the date of this release whether as a result of new information, future developments or otherwise.

All trademarks are the property of their respective owners.

1Windows Sonic for Headphones provided by Microsoft for compatible Windows 10 PCs (and Xbox One). Also compatible with Dolby Atmos® for Headphones (additional purchase may be required.)

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