



NEWS RELEASE

# Redesigned Turtle Beach and ROCCAT Websites Recognized With Prestigious 2021 w3 Awards

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**ROCCAT.com** also Received 2021 Web Marketing Award for Outstanding Achievement in Web Development

WHITE PLAINS, N.Y.–(BUSINESS WIRE)–Oct. 7, 2021– **Turtle Beach** (NASDAQ: HEAR), a global leader in gaming accessories and best-selling console gaming audio brand, today announced its newly redesigned **www.turtlebeach.com** and **www.roccat.com** websites have been recognized with Gold and Silver w3 Awards by the prestigious Academy of Interactive and Visual Arts. The w3 Awards recognize creative excellence on the Web and the creative and marketing professionals behind award-winning Websites, Video, Podcasts, Marketing, Mobile, and Social Media. The awards are fitting punctuations to Turtle Beach's dedication and effort to level-up the brand's online shopping experiences. The awards are as follows:

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## Gold Award

Turtle Beach – General Websites-Consumer Goods

Turtle Beach – General Websites-Shopping

ROCCAT – Gaming General Websites-Consumer Goods

ROCCAT – Gaming General Websites-Website Redesign



## Silver Award

### ROCCAT – Gaming General Websites-Consumer Electronics

“Our websites are critical touch-points that clearly communicate the advantages our products deliver, and are designed to make it easy for shoppers to learn more and ultimately buy their next gaming accessory from us,” said Juergen Stark, Chairman and CEO, Turtle Beach Corporation. “When you are an industry leader, every aspect of what you do must be executed at the very highest level, and our digital team did a phenomenal job with the upgrades to the Turtle Beach site and the major overhaul of the ROCCAT site. I commend them for their dedication, and I’m proud that they have earned these awards.”

A full list of w3 award winners can be found here: [w3award.com/winners/list/](http://w3award.com/winners/list/)

The w3 is the leading digital competition that recognizes the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies. The w3 Awards are sanctioned and judged by the Academy of Interactive and Visual Arts, an invitation-only body consisting of top-tier professionals from a “Who’s Who” of acclaimed media, advertising, and marketing firms. Please visit [www.aiva.org](http://www.aiva.org) for a full member list and additional information.

Additionally, in September the Web Marketing Association (WMA) gave [www.roccat.com](http://www.roccat.com) the 2021 WebAward for Outstanding Achievement in Web Development: Best Mobile Website and Best Shopping Website. The WMA’s annual WebAward Competition has been setting the standard of excellence for Website development since 1997. Independent expert judges from around the world review sites in 96 industries. The best are recognized with a WebAward which helps interactive professionals promote themselves, their companies, and their best work to the outside world. The WebAward Competition is a premier award recognition program for Web developers and advertising agencies.

“As the trusted partner for the Turtle Beach and ROCCAT brands, it was our goal to deliver a best-in-class branded e-commerce site experience for their customers,” said Adam Levenson, Chief Technology Officer, Digital Operative. “Leveraging the power of the Shopify Plus platform, we worked together to design and build a mobile-first, global site experience fit for Turtle Beach and ROCCAT. We’re honored to have our teams’ hard work, dedication, and passion recognized by these prestigious industry awards.”

Digital Operative (DO), an 85SIXTY company, has been working with the team at Turtle Beach since 2014. DO is a full-service digital commerce agency focused on helping consumer brands create remarkable, data-driven experiences and marketing programs.

For more information about the w3 Awards, please visit [www.w3award.com](http://www.w3award.com), and additional information about the Academy of Interactive and Visual Arts is found here [aiva.org](http://aiva.org). For additional information on the WebAwards, visit [www.webaward.org](http://www.webaward.org).

For more on the latest Turtle Beach products and accessories, visit [www.turtlebeach.com](http://www.turtlebeach.com) and follow Turtle Beach on **TikTok**, **Twitter**, **Instagram**, and **Facebook**. Visit [ROCCAT.com](http://ROCCAT.com) to experience the latest precision gaming equipment from the award-winning PC accessory brand, and follow ROCCAT on **TikTok**, **Twitter**, **Instagram**, **Facebook**, and **YouTube**.

## About Turtle Beach Corporation

Turtle Beach Corporation ([www.turtlebeachcorp.com](http://www.turtlebeachcorp.com)) is one of the world's leading gaming accessory providers. The Turtle Beach brand ([www.turtlebeach.com](http://www.turtlebeach.com)) is known for pioneering first-to-market features and patented innovations in high-quality, comfort-driven headsets for all levels of gamers, making it a fan-favorite brand and the market leader in console gaming audio for the last decade. Turtle Beach's ROCCAT brand ([www.roccat.com](http://www.roccat.com)) combines detail-loving German innovation with a genuine passion for designing the best PC gaming products. Under the ROCCAT brand, Turtle Beach creates award-winning keyboards, mice, headsets, mousepads, and other PC accessories. Turtle Beach's Neat Microphones brand ([www.neatmic.com](http://www.neatmic.com)) creates high-quality USB and analog microphones for gamers, streamers, and professionals that embrace cutting-edge technology and design. Turtle Beach'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", "goal", "project", "intend" and similar expressions, or the negatives thereof, 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 and expectations, 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

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 integration of any businesses we acquire and the integration of such businesses within our internal control over financial reporting and operations, our indebtedness, the Company's liquidity, and other factors discussed in our public filings, including the risk factors included in the Company's most recent Annual Report on Form 10-K, 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.

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