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PRESS RELEASE

100 Euro To Earn For Any Early Player In 2.99 Euro Steam Game MIGHT'N MOW'EM Co-operation of ELEET GAMES and Block Born makes Play-and-Earn accessible this holiday season

Karlsruhe, Germany / Boca Raton, USA (December 16th, 2022) – The novel publisher ELEET GAMES has partnered with the Web3 esports platform Block Born to provide an unusual prize pool of 5,000 Euro for players of an Early Access game on Steam. Both projects are part of the growing game ecosystem on the energy efficient Tezos blockchain. Paid out predominantly in the cryptocurrency Tezos, about 100 Euro in value are available to all of those early MIGHT'N MOW'EM players on Steam that connect to the free Block Born service before a potential depletion of the prize pool.

MIGHT'N MOW'EM is a multi-player rogue-lite bullet hell PC game available in Early Access on Steam for EUR 2.99. It's the first release of the new publishing label ELEET GAMES by former CEO of Gameforge AG, Carsten van Husen, and serves to illustrate its core principle: entertaining Play mandatory – lucrative Earn optional.

Since the game's Early Access release in late October 2022, Block Born has been facilitating leaderboards, quest rewards, and recently a Battle Pass system for MIGHT'N MOW'EM. So far, thousands of people have bought the game on Steam already, and thousands of Euros in value have already been won and distributed amongst those who had additionally connected their Tezos wallets for free.

"With the parallel launch on the play-platform Steam and the earn-platform Block Born, ELEET is creating a completely new way of offering the benefits of Play-and-Earn to players where they actually are" states van Husen and clarifies: "Please don't buy the game for its chance to win, but as you enjoy playing, you might as well want to try that out, too, without any extra cost."

For the holiday season, from Saturday 17th on to 31st of December, Block Born is doubling-down on its MIGHT'N MOW'EM Battle Pass to award more than 100 Euro of value for any individual participating player, whereby more than 50 Euro at current values are being paid out in the public market-traded and thus daily liquid cryptocurrency Tezos.

"At Block Born, we're working to bring fun and engaging software and tools that have been successful in traditional gaming over to Web3" comments Will Pazos, Head of Block Born. "ELEET and us, we both come from many years of personal and organisational gaming experience. With the MnM Battle Pass, we want to show you as an actual player how to quickly earn back your initial 3 Euro game purchase while having a real blast playing. Happy holidays!"



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About ELEET GAMES:

ELEET GAMES is a novel type of publisher combining traditional as well as blockchain games. We want to overcome the gap between crypto and core gaming. By offering entertaining gameplay, presented in fair business models, we invite gamers to optionally experience the new concepts of Play-and-Earn. ELEET GAMES strives for player participation in the commercial success and decision making of the publishing label. We call it: Publishing 3.0, attempting to become the Players' Publisher. For more information, please visit <https://eleet.games>.

About Block Born:

Block Born is a software company that builds user engagement tools and offers crowdfunding services to current and future games on Tezos. Years of esports experience and support from the leading Proof of Stake blockchain make us the perfect choice to empower your players and safely distribute rewards through our smart contract-enabled Battle Pass, Tournament Software, and Launchpad. With tens of thousands of dollars committed to incentivizing Web 3 gaming (and gamers), Block Born is helping build the next generation of gaming. For more information, please visit <https://blockborn.gg>.