

December 13, 2012  
DARTSLIVE Co., Ltd.

## **DARTSLIVE Forms a Partnership with Professional Darts Corporation**

DARTSLIVE INTERNATIONAL Ltd. (HQ: Hong Kong, CEO: Steve S. K. Ngu), a subsidiary of DARTSLIVE Co., Ltd. (hereinafter called DARTSLIVE) announced in October 2012, a new partnership with Professional Darts Corporation (hereinafter called PDC), the professional body of darts in the UK.

This is the first official partnership that PDC, the prestigious steel tip darts organization ever formed with a soft tip darts company.



DARTSLIVE introduced the world's first electronic darts network system (DARTSLIVE Service) in the year 2003. DARTSLIVE INTERNATIONAL Ltd. was established in 2012 as the hub of DARTSLIVE's international business. Currently, DARTSLIVE Service is being provided in 9 countries in Asia, America and Europe. 10,000 DARTSLIVE machines are now installed in approximately 3,400 locations such as darts bars throughout the world. (as of November 2012)

In addition to the expansion of the darts service, DARTSLIVE has demonstrated its commitment to promoting the sport of darts by hosting the global scale soft tip darts tournament "THE WORLD". This tournament also serves as a place of communication amongst the players around the world.

PDC was founded in 1992 in the UK where the game of darts originated. PDC has produced star players one after another by staging a wide range of world championship tournaments.

In particular, one of the televised tournaments, "Ladbrokes World Darts Championship" which is held annually in England (London) has achieved global fame as "the greatest darts tournament in the entire world" for its grand scale and outstanding quality.

The synergy of this partnership will see the top players compete at the world stage beyond the boundary of steel tip and soft tip darts.

DARTSLIVE2 machines will be set up in the exhibition booth during the "Ladbrokes World Darts Championship" so that people who are not familiar with the soft tip darts will be able to play on them and experience the excitement of DARTSLIVE network service.

DARTSLIVE INTERNATIONAL Ltd. continues to promote darts as both entertainment and sport and endeavors to spread the enjoyment of darts in the world.