

FOR IMMEDIATE RELEASE

Hyperkin Inc. Partners with Tier-1 Solutions to Bring Innovative Gaming Products to Australia and New Zealand

Sydney, Australia – August 1, 2024 – Hyperkin Inc., a renowned US-based manufacturer known for its award-winning gaming accessories, is thrilled to announce its partnership with Tier-1 Solutions Pty Ltd, a distinguished distributor specializing in gaming, gifts, and collectibles. This collaboration marks a significant expansion of Hyperkin's reach in Australia and New Zealand, with Tier-1 Solutions becoming the exclusive distributor for Hyperkin's innovative products in the region.

Hyperkin Inc. is recognized for its pioneering approach to gaming accessories, continually advancing the industry with its inventive product designs. By moving beyond conventional and standardized peripherals, Hyperkin consistently introduces groundbreaking and distinctive products that set new benchmarks in the market. The company is dedicated to producing high-quality items that are not only innovative but also reliable and durable, designed to withstand the test of time.

"We are thrilled to be working with a partner of the calibre of Hyperkin Inc. and bring their award-winning range of premium gaming accessories to the ANZ region," said Belinda Campos, CEO of Tier-1. "The alignment with such a like-minded partner, coupled with our deep knowledge and experience within the gaming accessories category, makes perfect sense and gets us excited for what we hope to be a mutually beneficial partnership."

Through this partnership, Hyperkin Inc. will leverage Tier-1's established relationships to deliver a wider array of unique and novel products. Key offerings will include:

- **Hyperkin's Xbox Controllers:** Officially licensed controllers such as the Duke, Xenon, and the upcoming DuchesS, modernized retro controllers, designed to be compatible with modern Xbox Series X | S, Xbox One, and PC platforms.
- **RetroN Consoles:** Retro gaming consoles equipped with PAL support, catering specifically to the Australian gaming community.

"We are thrilled to collaborate with Tier-1 Solutions to enhance our presence in Australia and New Zealand," said David Cornwell, Head of International Sales at Hyperkin Inc. "This partnership will allow us to deliver our innovative gaming accessories and retro consoles to a wider audience, offering exceptional gaming experiences to both modern and retro enthusiasts."

Consumers, collectors, and retailers can anticipate the arrival of Hyperkin products in Australia and New Zealand starting August 1, 2024, as Tier-1 Solutions commences distribution of Hyperkin's acclaimed product lineup.

About Tier-1 Solutions Pty Ltd

Tier-1 Solutions is a leading boutique distributor specializing in gaming, gifts, and collectibles. Known for its personalized and strategic service, Tier-1 is dedicated to expanding sales, distribution, and marketing opportunities in Australia, delivering high-quality products to a diverse market.

About Hyperkin Inc.

Hyperkin Inc. is committed to elevating video games as a profound art form and fostering global unity through innovative accessories. The company focuses on revolutionizing the gaming experience by developing cutting-edge products that enhance the connections between players worldwide.

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