



FOR IMMEDIATE RELEASE

Tier-1 Solutions Pty Ltd Announced as Exclusive Distribution Partner for Collective Minds in Australia/New Zealand Market

Sydney, Australia – May 10, 2024 - Tier-1 Solutions Pty Ltd, a boutique distributor of gaming, gifts, and collectibles, is excited to announce its partnership with Collective Minds, a renowned gaming accessories brand. Effective May 1st, Tier-1 will become the exclusive distribution partner for Collective Minds in the Australia/New Zealand market.

This partnership marks a significant milestone for both Tier-1 and Collective Minds as they join forces to bring cutting-edge gaming accessories and peripherals to consumers across Australia and New Zealand. With Tier-1's extensive distribution network and Collective Minds' reputation for quality and innovation, gamers can expect an enhanced experience and access to a wide range of gaming products.

"We are thrilled to partner with Collective Minds and represent a high-level brand with the same shared vision and values," said Belinda Campos, CEO of Tier-1. "This partnership aligns with our commitment to providing unique products to our customers and reinforces our position as an experienced leading distributor in the region."

As part of this partnership, Tier-1 will leverage its relationships and robust distribution channels to ensure efficient delivery and availability of Collective Minds' products to retailers and consumers throughout Australia and New Zealand. This includes popular items such as gaming adapters, PSVR2 chargers, and other accessories designed to enhance the gaming experience across platforms.

"We are confident that Tier-1's expertise and market reach will accelerate the growth of the Collective Minds brand in Australia and New Zealand," said Andrew Cole, International Sales Manager for Collective Minds. "This partnership opens up exciting opportunities for gamers to access our latest innovations and enjoy an immersive gaming experience like never before."

Gamers and retailers can look forward to experiencing the benefits of this partnership starting May 1st, 2024, as Tier-1 begins distribution of Collective Minds products across Australia and New Zealand.

About Tier-1: Tier-1 is a leading boutique distributor, specializing in gaming, gift, and collectibles. With a strong focus on a more personalized and strategic level of service, Tier-1 delivers cutting-edge solutions to enhance lifestyles and gaming experiences.

About Collective Minds: Collective Minds is a globally recognized brand known for its high-quality gaming accessories and peripherals. With a passion for innovation and a commitment to excellence, Collective Minds continues to push boundaries in the gaming industry, offering gamers unparalleled experiences.