



HyperX announces Casemiro as its first Brazilian ambassador

Madrid, March 21, 2019 - HyperX, gamer division of Kingston Technology, has just increased its list of gamer ambassadors with one of the leading names in world soccer: Casemiro. From now on, the Real Madrid star and one of the leaders of the Brazilian national team will wear HyperX products in his moments of leisure and fun with games. In addition, he will be in the global advertising campaign "We're All Gamers", in which the brand's ambassadors transform into heroes and embody the gamer spirit.

Casemiro is not only a winning and ambitious player on the soccer field, but he also takes his seriousness and ambition to his shooter videogames. "HyperX and I have something in common: we take any challenge seriously. Every time I play with HyperX accessories, I realize that they are the most reliable and the perfect tool to enjoy the games experiences. That's why I identify with the brand", said Casemiro.

"Casemiro has a high-level performance, with strength, speed, stamina, and accuracy, just like HyperX products. This partnership emphasizes our commitment towards the games, and we are proud to have an athlete of this grandeur, winner of four editions of the Champions League, in our global campaign 'We're All Gamers'", said Mark Leathem, Vice President of HyperX.

