



## 8 to Glory, The Official Game of the PBR, is Now Available at Walmart, Gamestop and Other Retailers

**Karlstad, Sweden, Vienna, Austria and Visby, Sweden – October 30, 2018** –THQ Nordic and Three Gates Studios today announced that *8 to Glory* – the official game of the PBR (Professional Bull Riders) – is now on retail shelves at Walmart, Gamestop and other retailers around the world. This accompanies the digital version of the game, which is now available in 246 countries, allowing bull riding fans around the globe to purchase and play the game.

*8 to Glory* captures all the thrills and spills of the most punishing sport on dirt and is now available for the PlayStation® 4 computer entertainment system and the Xbox® One family of devices, including the Xbox One X(SRP: \$29.99/€29.99).

"While stationed many miles away from the center of the sport, the team at THQ Nordic holds the athleticism and intensity of professional bull riders in the highest esteem," said Ken George, THQ Nordic. "We know the team at Three Gates has honored to portray the grittiest, most authentic bull-riding experience available, and we can't wait to see how players react when we launch *8 to Glory* worldwide."

"8 To Glory is now in full channel distribution, allowing fans of the sport to pick up the only officially licensed bull riding game for consoles, including arenas, real riders and authentic bull riding scoring," said Don Geyer, CEO at Three Gates. "Fans of PBR and the sport of bull riding who play games should definitely see if they have what it takes to take on a one-ton bull from the safety and comfort of their couch!"

In *8 to Glory*, players follow the real 25th PBR: Unleash the Beast season, the sport's premier tour spanning 27 events across the U.S. and culminating in the PBR World Finals in Las Vegas. Everything that makes the sport of Professional Bull Riding one of the world's fastest-growing sports is packed into *8 to Glory*, including professional riders from around the world and the rankest bulls on the planet. *8 to Glory* also features versus play so friends can compete head-to-head – or – rider-to-bull to determine who will be the Last Cowboy Standing.

"With fans all over getting ready for PBR World Finals in Las Vegas from November 7 – 11, the global retail release of *8 to Glory* couldn't be timed better," said John Sohigian, VP Consumer Products, PBR. "We are thrilled to have these great retail partners offering this realistic and fun bull-riding game to our passionate fans."

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### About THQ Nordic

Founded in 2011, THQ Nordic is a global video game publisher and developer. Based in Vienna (Austria) and Karlstad (Sweden), with subsidiaries in Germany, Sweden, and the USA. THQ Nordic brands include Darksiders, MX vs. ATV, Red Faction, Titan Quest, Biomutant, and many more.

THQ Nordic is meant to represent a core approach of doing much more than "owning" a highly competitive portfolio of IPs. It revolves around cherishing them, and aligning them with the very best development resources to expand upon them with the level of experience that communities and established fan bases expect and deserve.

THQ Nordic shares are publicly listed on Nasdaq First North Stockholm under the ticker THQNB:SS with FNCA Sweden AB as its Certified Adviser. For more investor-related information, please visit: <http://www.thqnordic-investors.com/en/>

### About Three Gates AB

Three Gates AB is publicly listed game development company based on the island of Gotland, off the east coast of Sweden. Founded in 2011, Three Gates is a team of experienced professionals, all gathered in a unique location with an unwavering drive and one common goal – to make great games. The company currently has a number of mobile, console and PC titles in development. For more information, please visit: [www.threegates.se](http://www.threegates.se)

### About the PBR (Professional Bull Riders)

The world's premier bull riding organization began as a dream of 20 bull riders 25 years ago and now operates in five countries. On its elite tour, the organization features the top 35 bull riders in the world and the top bulls in the business. The televised 25th PBR: Unleash the Beast, along with the PBR Real Time Pain Relief Velocity Tour (RVT), the PBR Touring Pro Division (TPD) and the PBR's international circuits in Australia, Brazil, Canada and Mexico have paid nearly \$184 million in earnings to its athletes. Thirty bull riders have earned more than \$1 million, including two-time PBR World Champion J.B. Mauney who is the top-earning athlete in Western sports history with more than \$7.2 million in career earnings. PBR is part of the Endeavor (formerly WME | IMG) network. For more information on the PBR, go to PBR.com, or follow on Facebook at Facebook.com/PBR, Instagram at Instagram.com/PBR, and YouTube at YouTube.com/PBR

For more on *8 to Glory* visit: <http://8toglory.com/>.