Cox Communications Sponsors Overwatch League Expansion Team Atlanta Reign

Broadband speed leader aligns with fast-paced esports league

ATLANTA – April 10, 2019 –Cox Communications, the largest private telecom company in the U.S. and pioneer of gigabit broadband to homes and businesses, has signed on as the first Atlanta Reign corporate sponsor, the hottest new franchise in the international Overwatch League.

The agreement includes sponsorship of the team's training facility and home during the six-month season, which is featured in regularly produced exclusive digital content for Atlanta Reign fans and followers. Cox will also be prominently displayed on Atlanta Reign jerseys.

"Cox has invested billions of dollars in its network to create the best broadband experience nationwide and the gaming community includes some of our most enthusiastic users," said Mark Greatrex, chief marketing and sales officer, Cox Communications. "Our mutual passion for connections in real and virtual worlds and commitment to cementing Atlanta as a technology leader makes this sponsorship a natural fit."

Cox has consistently led the industry with broadband speed and its Gigablast gigabit-speed internet product is available to nearly all homes in the areas it serves (more than 99 percent by end of 2019). Cox Business has provided multi-gigabit internet and data networking services to businesses for more than a decade.

Atlanta Reign is owned and operated by ATL Esports Ventures, a partnership between Cox Enterprises and Province, Inc. Reign is one of the eight expansion teams added in the second year of the Overwatch League and was one of the three expansion teams to make it to the stage one playoffs.

"There is no doubt that Cox is a great fit for the Atlanta Reign," said Paul Hamilton, president and chief executive officer of ATL Esports Ventures. "Our audience relies on the technology they provide, and we believe this sponsorship will continue to demonstrate their commitment to esports and the fans."

The Overwatch League is the first global professional esports league with city-based teams across Asia, Europe and North America and is comprised of the best Overwatch players in the world. Overwatch is a team-based multiplayer video game, with organized competitions among professional players designed for spectator experiences.

About Cox Communications

Cox Communications is committed to creating meaningful moments of human connection through broadband applications and services. The largest private telecom company in America, we proudly serve six million homes and businesses across 18 states. We're dedicated to empowering others to build a better future and celebrate diverse products, people, suppliers, communities and the characteristics that makes each one unique. Cox Communications is the largest division of Cox Enterprises, a family-owned business founded in1898 by Governor James M. Cox.

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