



## NEWS RELEASE

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### **Sure doesn't lag behind at Blink Arena**

Sure is transforming IOM esports and gameplay experience with an exclusive new partnership with Blink Arena. Blink's new gaming arena will benefit from lag-free, low-latency gameplay thanks to Sure's ultrafast and resilient 500Mbps Fibre Broadband.

Blink Arena is a gaming centre offering a variety of online experiences, including a PC esports suite, high-end virtual reality and casual group console experiences. Their vision is to create a place that not only offers great gaming, but a social atmosphere that caters to avid gamers and the general public.

Mike Phillips, Sure Isle of Man Chief Executive, said: "We are joining forces with Blink Arena to offer Isle of Man gamers the very best gaming experience with Sure Fibre's high speeds and reliability, truly giving them the edge.

"Fibre allows digital businesses like Blink to thrive and have the flexibility to be based anywhere on the island, expanding economic possibilities and fostering creativity and entrepreneurialism.

"This is an opportunity like never before, for gamers to try Sure Fibre by heading to Blink Arena and experiencing the high-performance, seamless and reliable connection.

"The Blink Arena is just another example of the innovative minds in the Isle of Man, it's such a fantastic initiative for children and adults alike, and we're happy to be supporting another local business."

Leon Teare, co-founder of Blink Arena, said: "One of the biggest advantages of setting up our business on the island was the tremendous support we received from both local businesses and government organisations. Thanks to the support of Sure, our fibre connectivity sponsor, Blink Arena can successfully provide a seamless, lag-free experience."

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Notes to editors:

## **About Sure**

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We are a supplier of telecommunication and IT services in Guernsey, Jersey and the Isle of Man. We also provide services to Diego Garcia, St Helena, Ascension Island and the Falkland Islands.

Since being established in the Isle of Man in 2007, Sure has evolved into a full-service telecommunications and IT provider for Manx residents and businesses. Marking its 15th anniversary in the island in 2022, Sure customers are increasingly able to connect to the island's fibre broadband network.

Our history in the islands dates back to 1896 and we've been proud to keep our island communities connected ever since then.

We recognise that our customers around the world are living increasingly digital lives and our mission is to keep them connected through innovative communications and technology solutions.

Whether it's fixed landline and broadband services, or state-of-the-art mobile networks, we provide the latest technology to power human connections.

Sure Business provides IT consultancy to match the ambitions of local, national and international businesses. Our resilient infrastructure supports everything from remote and flexible working to the latest cybersecurity and Cloud solutions.

### **The way we do things**

We are proud to be a local company operating in small communities around the world, and recognise the value of forming deep customer relationships and playing our part in giving back.

The Sure Community Foundation is our way of contributing to charitable and not-for-profit causes and initiatives.

At Sure we operate as one team, with a passion for technology, our communities and sustainability. We strive to earn customer loyalty and aim above all to provide reliable solutions to connect our islands for a better future.

### **Our owners - Beyon**

Sure is part of Beyon, a technology group born in Bahrain to reach out to the region and beyond. The group of companies brings technology closer to people and businesses with best-in-class connectivity and digital solutions.