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PRESS RELEASE

Logo and branding for World Chess Candidates Tournament branding unveiled. It's psychedelic

Chess targets modern architecture and design approach to reach and involve new global audience

February, 3 – Moscow, Russia – WORLD CHESS, a registered trademark of Agon Limited, the company that owns the commercial rights for the World Chess Championship, is unveiling a new logo design for the upcoming Candidates tournament in Moscow. The winner of that tournament, which will be held in March in Moscow's historic Central Telegraph building, will become the challenger for the World Championship match in November in the United States.

Eight of the world's best players will be competing in the Candidates tournament, which runs from March 11 to 29 and has a prize fund of 420,000 euros. Tashir Group, Russia's largest diversified industrial holding company, is a general partner of the tournament and the Russian Chess Federation is also a major supporter. The Tournament will open on March 10 with a VIP gala at Moscow's Pashkov House. Serzh Sargsyan, the President of Armenia, will be the guest of honor at the event. Beluga Noble Russian Vodka is the program partner.

The new logo for the tournament features the work of Maxim Spivakov, a Moscow-based artist, and was designed by the Russian studio Textandpictures to create a strong visual image for the tournament. The logo shows the evolving link between the idea of chess and human nature, and vice-versa.

Mr. Spivakov previously collaborated with WORLD CHESS for the 2015 World Chess Rapid and Blitz Championships in Berlin, creating another stunning 'Ouroboros' image, used as the logo of those events.

The new logo is part of Agon's efforts to update and modernize the look and feel of a game that is almost 1,500 years old and is a well-established part of world culture.

“Chess is a game full of traditions, not unlike religion. And it is deeply embedded into our everyday life. Chess patterns and chess tables and sets are present in almost all apartments or offices. So design of the chess championship is phenomenally important -- it stays in the books forever and will be a collectors' item immediately after the tournament is over. We are really excited to introduce bold design ideas in the old sport and foster dialog over it”, said Ilya Merenzon, CEO of Agon.

Previously, Agon had collaborated with the English design studio Pentagram to create new chess sets that are used in all its events and to redefine visual guidelines for the game.

The DI Telegraph, a multifunctional space in the Central Telegraph building, will be the actual venue for the tournament. The landmark Central Telegraph building, which was built in 1927 and designed by Ivan Rerberg, is the digital hub of Moscow and is home to many of Russia's high-tech companies. The new logo, which is a bridge between an ancient game and the modern communications companies that make the Central Telegraph their home, will be featured prominently in the breathtaking DI Telegraph space and on all marketing and promotional materials for the tournament.

Merenzon said, “Chess continues its tour of important centers for design. The World Rapid and Blitz Championships were in Berlin in October, the Candidates are coming to Moscow in March, and the World Championship will be in New York or San Francisco in November. In each place, we are thrilled to join forces with leading architects and designers to transform chess tournaments into fashionable and stylish events. This shows that chess is not just a sport for millions of its fans all over the world, it has cultural interest and importance as well”.

There will be a closing and award ceremony for the tournament on March 29.

About FIDE:

The World Chess Federation or Fédération Internationale des Echecs, (FIDE), is recognised by its members and the International Olympic Committee as the international federation in the domain of chess, the supreme body responsible for the sport of chess and its Championships. FIDE has the sole rights to organise the World Chess Championships and the Chess Olympiads.

About Agon Limited:

Agon Limited is the official partner of World Chess Federation (FIDE) and owner the WORLD CHESS brand as well as of commercial rights to the World Chess Championship cycle. The company aims to develop and commercialize chess, create favorable environment for partners, players, and brands, and to significantly expand the broadcast coverage of the sport.

Agon Limited became owner of commercial rights in 2012. The company successfully managed the 2012-2013 Grand Prix cycle, the 2014 World Championship Match, and the 2015 Rapid and Blitz World Championships. The company operates **worldchess.com** website that is the official broadcasting platform of the Championship cycle.

About Tashir Group:

Tashir is a diversified industrial holding founded in 1999 and comprised of over 200 companies in various sectors of Russian economy, including construction, manufacturing, finance, energy, development, and retail. The company employs over 45,000 people and has offices in over 25 cities in Russia and former USSR countries. Tashir Group's founder and president is Samvel Karapetyan. The company is headquartered in Moscow.

Tashir Group's primary business focus is development and management of commercial real estate projects, including retail. Tashir is a leading developer in Russia and has built over 2.5 million square meters of commercial and residential real estate.

About Beluga Hunting bitters:

Beluga Russian Noble Vodka, which is admired all over the world, will showcase its brand-new product at the Tournament – a line of bitters, Hunting by Beluga, which includes Beluga Hunting Herbal and Beluga Hunting Berry. It is made on Mariinsk Distillery (founded in 1900), in Siberia. The line of bitters was inspired by hunting lifestyle and its traditions – one of the most favorite leisure activities for the nobility — just like chess, a game favored by the elite throughout the ages.

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