

# Herman Miller Named Official Partner Of EA's APEX Legends Global Series Championship

## *ALGS Marks First Partnership of This Size in Herman Miller Gaming History*

(ZEELAND, MI) – July 7, 2022 - Herman Miller Gaming is heading to the big stage. For the first time in the brand's history, Herman Miller Gaming is partnering with EA's APEX Legends Global Series (ALGS) to exclusively provide gamers with its elite Embody Gaming chairs for one of the world's most popular esports competitions. The partnership will span both the championship and all in-person playoff events, which already included ALGS's first in-person playoffs this past April in Stockholm, Sweden. The playoffs in Sweden marked the first time ALGS was able to host an in-person event in nearly two years due to the COVID-19 pandemic.

The ALGS competitive season begins every year in the fall with online qualifiers leading into major events hosted three times a year including a final championship. Top qualifiers are invited to the ALGS Championship event, which will be hosted this year at the PNC Arena in Raleigh, North Carolina, July 7-10. Thousands of spectators will join in person and via streaming, with this year's competition slated to be the largest competition in ALGS history.

"As we continue to grow our relationships within the gaming community, we are seeking like-minded partners who are not only dedicated to celebrating the successes of esports athletes, but more importantly, their health and wellbeing," says Nate Quan, Head of Gaming Partnerships at Herman Miller. "From creating calm spaces at live events that enable players to take a break and refocus to the attention and care they demonstrate in how they support their pro players, the team at EA has proven they are serious about promoting the importance of player wellbeing. Partnering with them was a natural fit."

Embody Gaming Chairs will be used throughout the duration of the competition, with chairs outfitting the stages and production spaces. The Embody Gaming Chair is based on Herman Miller's widely popular Embody Chair, which was designed from the research of more than 30 physicians and PhDs in biomechanics, vision, physical therapy and ergonomics. Through an exclusive partnership with Logitech G, Herman Miller dove deep into researching the specific needs of gamers and in July 2020 unveiled the Embody Gaming Chair, an enhanced version specially designed to support gamers and their performance.

"We are incredibly excited to partner with Herman Miller as the official gaming chair for the Apex Legends Global Series," says Senior Director & Commissioner John Nelson. "Their commitment to ergonomics, comfort, and performance aligned with EA's commitment to player health and competition."

ALGS is the first major competitive partnership for the Herman Miller Gaming team, but the significance of the moment signals something much more than just the brand's ability to outfit elite players.

"The thing about championships—it's the best of the best on stage," says Jon Campbell, General Manager of Herman Miller Gaming. "Gamers rely on chairs like other professional athletes would a running shoe or custom bike frame to help them perform their best; why would they choose anything that's less than best? The most common chairs found on competitive stages today are limited in the full body support they can provide for diverse players. This partnership makes the statement that gamers' health and wellness is paramount and sets the tone starting at the very top. EA is leading by example, actively engaging the conversation around the need for gamers to have equipment that places performance and wellness at the forefront. It's time for change, starting with putting players first."

### **About Herman Miller**

Since 1905, Herman Miller has been guided by a commitment to problem-solving designs that inspire the best in people. Along the way, Herman Miller has forged critical relationships with the most visionary designers of the day, from mid-century greats like George Nelson, the Eames Office, and Isamu Noguchi; to research-

oriented visionaries like Robert Propst and Bill Stumpf. Herman Miller has spent the last century pioneering original, timeless design that makes an enduring impact—and in 2020, the company harnessed its legacy of turning insights into solutions by launching Herman Miller Gaming, which delivers the world's best gaming products uniquely designed to unlock every player's full potential. Powered by exclusive partnerships, industry-leading research, and the world's leading design and engineering teams, Herman Miller Gaming is redefining competitive performance for e-sports athletes and healthy play for all players worldwide. For more information, visit <https://store.hermanmiller.com/gaming>.

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