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## **ALIENWARE SPONSOR GAME ZONE AT GADGET SHOW LIVE**

*Heaven Media announce premier sponsor for the event*

**25<sup>th</sup> March 2009 (Huntingdon, UK)** – Heaven Media are pleased to announce Alienware, Dell's high-performance gaming brand, as a premier sponsor for the 700m<sup>2</sup> Game Zone, hosted at Gadget Show Live, taking place at Birmingham NEC 17th-19th April.

It is now revealed that the professional eSports tournament for Valve's Counter-Strike: Source, which boasts a huge £6,000 prize fund, is in fact the '**Alienware Area-51 PRO Challenge**', a key feature of the event.

"The tournament will run off their latest Area-51 X58 desktops, so this will be a great opportunity for over 30,000 visitors to see Alienware's flagship product in use by professional gamers from around Europe," said Adam Godfrey, Business Development for Heaven Media.

"Alienware are known for producing the highest class of computers, designed with gamers in mind, so they are the perfect match for our Game Zone," confirmed Heaven Media's Corin Cole. "They will feature as a premier sponsor for the entire zone, as well as for the £6,000 tournament".

Alienware will also be providing the tournament machines, featuring top of the range specifications: Intel Core i7 processors, 6GB of triple DDR3 memory, and NVIDIA GeForce GTX 280 video cards.

"Alienware has huge plans in 2009, and this is an exciting opportunity for visitors to see our Area-51 X58 in action. We work closely with the gaming community, and this partnership with Heaven Media and Gadget Show Live is just one of the many ways we hope to engage them this year" stated Claudina Lopez from Alienware.

More details, including the event schedule, invited teams, event coverage, and other features of the Heaven Media Game Zone will be announced in due course.

A press website will be available for both eSports and mainstream press organisations, providing easy access to press releases, news, media and more, both pre-event, and live from Birmingham in April.

## **About Gadget Show Live**

Gadget Show Live is set to be the UK's largest and most dynamic consumer electronics event, providing the perfect consumer launch venue for new technology. More details can be found at [www.gadgetshowlive.net](http://www.gadgetshowlive.net)

## **About Heaven Media Group**

Heaven Media Group is a publisher of leading websites for enthusiast PC hardware, gaming and eSports. Heaven Media's portfolio consists of some of the biggest names in the industry including Driverheaven.net, Gamingheaven.net, Cadred.org, QuadV.com and Crossfire.nu. Combined, Heaven Media presents one of the world's largest online communities based around PC and console gaming.

Over 1.6 million unique users and 20 million page views per month currently contribute to Heaven Media's success. More than a quarter of a million registered users contribute regularly to a collection of vibrant online communities. Heaven Media is one of the only publishers to cover all major eSport events live and regularly provides expertise to Sky and Eurosport.

## **About Alienware**

Alienware, Dell's premier high-performance PC gaming brand, offers unique and award-winning computers that incorporate state-of-the-art components, innovative engineering and design, and unprecedented customer service.

Alienware has been recognised worldwide as an industry leader in innovation and was ranked in PC World's "The 25 Greatest PCs of All Time." Alienware manufactures a diverse selection of customisable high-performance desktop and notebook systems that are targeted toward a broad range of customers, ranging from gamers to government agencies.

Alienware systems are available direct within the United States, Canada, Europe, Australia, and New Zealand. For more information, please visit [www.alienware.co.uk](http://www.alienware.co.uk) or call 0800 279 9751 within the UK, or +353 906 456 500 outside the UK.