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HEAVEN MEDIA PRESENT THE PC WORLD TOURNAMENT

Europe's top Call of Duty 4 teams to battle for a cash prize of €500

18th December 2009 (Huntingdon, UK) – Heaven Media are pleased to announce a new partnership between esports tournament organiser Esports Heaven and British retailer PC World, in co-operation with world leading technology manufacturer AMD.

This PC World Tournament, that will span out both sides of the Christmas period, will see some of the finest competitive gamers in Europe go head-to-head to take home the prize, as well as competing for honour and glory.

The tournament will cater for a staggering 128 teams, which will see over 1,500 hours of fierce competition going down, with spectators around the world watching keenly as they cheer on their favourite players!

Registrations are now open for this tournament, and if previous events on Esports Heaven are anything to go by, there are unlikely to be any slots left in 24 hours time! The first games will kick off on Monday 21st December, with three rounds of games being played in the week before Christmas.

PC World is Britain's largest specialist chain of computer superstores, boasting 160 stores and over 5,000 product lines.

AMD turned 40 years old this year, and in that time they have developed some of the most ground-breaking technology computing has seen, and their products are used and loved by gamers around the world.

"It's great to see two such big names in the industry getting behind competitive gaming," said Adam Godfrey, Business Development Manager for Heaven Media. "PC World and AMD together are an un-stoppable force, and in the coming weeks we will find out which Call of Duty 4 team is, too!"

"We wanted to offer something to the gaming community just before Christmas and Esports Heaven was the perfect way to do this," said Mikael Zeitlin, AMD's Senior Channel Marketing Specialist. "We look forward to a great event, there are sure to be some amazing matches!"

This PC World Tournament will be fully covered by Cadred.org and TEK-9.org, two of Europe's most influential esports coverage sites.

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 PC World

PC World is Britain's largest specialist chain of computer superstores.

The superstores offer more than 5,000 product lines including extensive ranges of PCs, laptops, printers, software, peripherals and accessories from the major brands, as well as many PC World exclusive products.

In-store PC Clinics offer on the spot advice and service. Component Centres offer a 'one-stop shop' for customers with advanced technical knowledge, providing a vast choice of PC components and upgrade products at competitive prices.

About AMD

Advanced Micro Devices (NYSE: AMD) is an innovative technology company dedicated to collaborating with customers and technology partners to ignite the next generation of computing and graphics solutions at work, home and play.

For more information, visit <http://www.amd.com>