

**FOR IMMEDIATE RELEASE**

Contact: Corin Cole  
corin@heavenmedia.com  
+44 7920 748570

**HEAVEN MEDIA ANNOUNCES LATEST ACQUISITION**  
***EnemyDown Brings Online Gaming Tournament/League site for  
Console and PC Gamers to Expanding Portfolio***

**2<sup>nd</sup> December 2009 (Huntingdon, UK)** – Heaven Media, publisher of leading websites for enthusiast PC hardware, gaming and esports, today announced the acquisition of EnemyDown, one of the world's largest online tournament/league web sites, including its propriety X-Ray Anti-Cheat software.

EnemyDown launched seven years ago and made its name as one of the first sites to facilitate online tournaments and leagues.

Today EnemyDown supports titles ranging from Call of Duty Modern Warfare 2 to Mario Kart Wii, its introduction into consoles will give Heaven Media its desired expansion into this key market beyond PC gaming where the company has made its name.

Included in the purchase of EnemyDown is X-Ray Anti-Cheat and Mixes. X-Ray is high-tech software for the prevention of cheating in video game competitions. Mixes is a popular service that brings gamers of all levels together to play organised games in mixed teams.

This acquisition will increase Heaven Media's user base to over half a million registered members and increasing unique users across its sites to nearly two million.

"EnemyDown gives Heaven Media another dimension to its media offering. Within the group of sites a visitor can read about the top gaming hardware, the biggest game releases, the teams and players in the professional field and now they can themselves play in some of the best run tournaments and leagues in the world." said Heaven Media's Managing Director, James Reed. "In addition this supports our move this year into events, following the success of the Game Zone, run by Heaven Media each year at the Gadget Show Live, in Birmingham's NEC."

EnemyDown, as a 'key cornerstone' to UK and European esports, has helped bring tens of thousands of gamers into competitive gaming (esports) and introduce them to the competitive side of gaming, a cause Heaven Media are keen to support and nurture.

## **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, EsportsHeaven.net, Crossfire.nu and Tek-9.org. 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 half 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.

