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NEWLY UNVEILED ALIENWARE M17x LAPTOP UP FOR GRABS
“Enter Area-51” gives gamers a chance to prove their worth for the ultimate prize!

23rd June 2009 (Huntingdon, UK) – Heaven Media are pleased to announce that gamers will have the chance to compete for the ultimate prize, to celebrate the new top-of-the-range gaming laptop from Alienware.

The new Alienware M17x laptop combines brains with brawn to give you the ultimate Hi-def mobile gaming and entertainment powerhouse.

With mind-blowing graphics, the latest generation of processors and its new industrial design, you'll have the universe bowing before you.

The first of two stages of the competition, “Frag ‘till you drop”, takes place in the *Outer Perimeter of Area-51* – and qualifying through this stage will require both a steadfast aim and an unyielding endurance. Each contestant will have to play on official Area-51 ranked Counter-Strike: Source deathmatch servers, and the top 51 will proceed into the next stage of the tournament.

These 51 highly talented gamers will be *Inside Area-51*, battling to prove themselves as the best of the best, as they follow the basic instruction: “Don’t get Left 4 Dead!” Contestants will be facing hordes of zombies in the popular Valve first person shooter Left 4 Dead, with a score table based on achievements and kills.

In addition to this competition, the Enter Area-51 mini-site will feature exclusive features and interviews on Alienware, and what has made them the world’s leader in gaming computers.

“This is our second gaming event with Alienware, after the success of Easter’s Gadget Show Live,” said Adam Godfrey, Business Development for Heaven Media. “With the previous event limited to professional players only this event opens up to the masses, anyone can take part and stand a chance to win a fantastic M17x gaming laptop.”

Anyone can register for the competition now, and find out more about Alienware, at <http://Area51.Cadred.org>

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 or call 0800 279 9751 within the UK, or +353 906 456 500 outside the UK.

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.