

FOR IMMEDIATE RELEASE

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

HEAVEN MEDIA AND ALIENWARE ANNOUNCE WINNER OF ENTER AREA-51 COMPETITION

Paul "Paj" Jones wins an Alienware M17x laptop

5th August 2009 (Huntingdon, UK) – Heaven Media are pleased to announce the winner of the Alienware Enter Area-51 competition, Paul "Paj" Jones, who takes home a state-of-the-art Alienware M17x laptop.

Over 500 gamers from a number of online communities took part in the "Enter Area-51 Challenge", a competition shrouded in mystery, battling through the stages to get to the heart of Area-51. On their way they killed each other 85,000 times, and destroyed half a million virtual zombies during 1,000s of gameplay hours.

With such a prestigious title to be won, and such an eagerly eyed prize, the competition was always going to be keenly fought, and having seen the best of the best in Counter-Strike: Source teams at the Area-51 PRO Challenge, gamers from all around Europe entered to prove that they too could compete at the top level.

"I'm absolutely thrilled to win the competition, it was great fun and certainly different from anything else I have taken part in," said the champion. "I'm really looking forward to slaying zombies in high detail on the fantastic M17x, I may have to take some time off to sleep first though!"

Paul was one of 51 gamers to make it through to Stage Two, and between them they managed to play an astounding 1,000 hours over just two weeks, notching up 3,000 games.

"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 opened it up to the masses, over 500 gamers took part, competing for prize, glory and of course the M17x laptop."

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