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## **HEAVEN MEDIA ANNOUNCE SENNHEISER CHALLENGE IN ASSOCIATION WITH AMAZON.CO.UK**

***Europe's top Team Fortress 2 teams to battle for a cash prize of €500***

**12<sup>th</sup> February 2010 (Huntingdon, UK)** – Heaven Media are pleased to announce a new partnership between esports tournament organiser Esports Heaven and audio experts Sennheiser, in co-operation with world leading retailer Amazon.co.uk.

This Sennheiser Challenge, which will take place over the last week in February, 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 an impressive 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, it's sure to fill up quickly, so teams would be foolish not to register right away! The first games will kick off on Monday 22nd February, with all matches taking place over the following week.

Sennheiser is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems, and is known by gamers around the world as the premier manufacturer for gaming-quality audio equipment.

Amazon.co.uk strives to be the world's most customer-centric company, where people can find and discover anything they might want to buy online, and endeavours to offer its customers the lowest possible prices.

"Sennheiser are the world's finest audio manufacturer, and with Amazon.co.uk's support they have created what will be the world's finest Team Fortress 2 tournament," said Adam Godfrey, Business Development Manager for Heaven Media.

"We are pleased to be able to support such a skilled and committed community on Esports Heaven, with so many talented gamers ready to compete," said Mark Andrews, Sennheiser's Product Manager. "We look forward to a fantastic event, there are sure to be some top-notch matches!"

This Sennheiser Challenge will be fully covered by Cadred.org, Europe's most influential esports coverage site.

## **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 Sennheiser**

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems.

The family-owned company, which was established in 1945, recorded sales of over €385 million in 2008. Sennheiser employs more than 2,100 people worldwide, around 55% of whom are in Germany.

Sennheiser has manufacturing plants in Germany, Ireland and the USA, and is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA, as well as by long-term trading partners in many other countries.

## **About Amazon.co.uk**

Amazon.co.uk opened its virtual doors in October 1998 and strives to be the world's most customer-centric company, where people can find and discover anything they might want to buy online, and endeavours to offer its customers the lowest possible prices.

Amazon.co.uk and other sellers offer millions of unique new, refurbished and used items in categories such as books, movies, music, MP3, PC and video games, software, electronics and photo, home and garden, toys and games, baby, shoes, jewellery and watches, health and beauty, DIY and tools, clothing, office and sports and leisure.

Amazon.co.uk is a trading name for Amazon EU S.a.r.l, Amazon Services Europe S.a.r.l and Amazon Media EU S.a.r.l. All three are wholly owned subsidiaries of global online retailer Amazon.com, Inc (NASDAQ:AMZN), located in Seattle, Washington.