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ESPORTS HEAVEN OPENS ITS DOORS WITH A STEELSERIES CUP

Heaven Media announces a new platform for competitive gamers

8th July 2009 (Huntingdon, UK) – Heaven Media have launched a new website, Esports Heaven, offering high quality tournaments, cups and leagues to gamers.

Tournaments for Counter-Strike: Source, Call of Duty 4, Quake Live and many more games will be open to gamers from around the world, offering a friendly and organised environment in which to compete against the best of the best from their game.

During the launch the site will be in a beta phase, however once fully released communities from different game titles will have the opportunity to request and assist with new tournaments, putting control in the hands of gamers themselves.

Heaven Media has a history of organising high profile events, none more so than the Alienware Area-51 Pro Challenge, which pitted four professional teams against each other in front of 35,000 visitors at Gadget Show Live; Esports Heaven will surge forwards with more partnerships from big names in the technology and gaming industries, beginning with SteelSeries, a gaming hardware company based out of Copenhagen.

With this launch, the very first SteelSeries Cup has also been announced, with eight of the best teams from around Europe participating in Call of Duty 4. The cup, which takes place over the 12th and 13th of July, features top names such as Button Bashers and Team CoolerMaster, and will be the first event to take place on Esports Heaven.

“Gamers want tournaments to play in, and we have created Esports Heaven to offer them exactly that” said Heaven Media’s Paul Chaloner. “Partnered with top quality sponsors, Esports Heaven will provide regular tournaments with high quality coverage from Cadred.org and Tek-9.org.”

“We’re very excited to launch this partnership between SteelSeries and Esports Heaven” said Adam Godfrey, Heaven Media business development. “They are the world leaders when it comes to the development and production of hardware for gamers, and it’s great to have them sponsoring our first official event on Esports Heaven.”

Esports Heaven can be found at www.EsportsHeaven.net

About SteelSeries

SteelSeries is a leading manufacturer of gaming peripherals and accessories, including headsets, keyboards, mice, software and gaming surfaces, available in more than 75 countries. SteelSeries, whose motto is “winning is everything,” has been on the forefront of professional gaming gear since its inception in 2001.

The company has set a new benchmark for gaming accessories around the world thanks to continued innovation and product development in cooperation with leading professional gamers, the world’s most demanding IT consumers, who actually make a living based on the quality of SteelSeries products.

SteelSeries’ development strategy is simple: Only products that take performance to the next level will be introduced. This ensures optimum performance and durability across a variety of gaming and other demanding applications.

For more information, please visit www.SteelSeries.com

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, 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 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.