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BE BROADBAND SPONSOR GAME ZONE AT GADGET SHOW LIVE

Heaven Media announce key sponsor for the event

27th March 2009 (Huntingdon, UK) – Heaven Media are pleased to announce Be Broadband as a key sponsor for the Heaven Media's 700m² Game Zone, hosted at Gadget Show Live, taking place at Birmingham NEC 17th-19th April.

On top of the already announced £6,000 Alienware Area-51 Pro Challenge, a host of other activities will be taking place at Game Zone, including competitions, giveaways and demonstrations.

Be Broadband are the premier ISP for gamers in the UK, offering low latency connections to game servers, as well as super-fast downloads on their 24mb connections. Be were also the first ISP in the UK to launch an ADSL2+ network.

Be's presence in the Heaven Media Game Zone will include giving away £5,000 worth of prizes, including a cutting edge Alienware gaming laptop, several 12 month Be Pro connections and a number of professional gaming products from market leader Razer. In addition to special offers on broadband signups at the event, Be will also have a Be Broadband Guru on hand for live Q&A sessions.

"Be has always been a big supporter of gaming projects here in the UK, with a track record in eSports that no other ISP can compete with," said Adam Godfrey, Business Development for Heaven Media. "Thanks to the great services they offer they have a great reputation from the gaming community, and we are proud to have such a dedicated company on board."

"Gaming is very important to us, as shown by services such as Be Gamer and the ability to optimise their connection for gaming" confirmed Felix Geyr, Managing Director of Be. "We are very excited about this event, which pulls together eSports professionals and casual gamers, and are pleased to continue to support the gaming community, and help to raise the eSports profile in the UK."

About Gadget Show Live

Gadget Show Live is set to be the UK's largest and most dynamic consumer electronics event, providing the perfect consumer launch venue for new technology. More details can be found at www.gadgetshowlive.net

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 Be Broadband

Be Broadband is the UK's first ISP provider of ADSL2+ technology, with speeds up to 24 meg download and up to 2.5 meg upload. Be's mission is simple: to provide its members with the best Internet service, with the best products, at the best possible price. For more information on Be Broadband, go to www.bethere.co.uk

