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PROFESSIONAL GAMING TO FEATURE AT GADGET SHOW LIVE *Heaven Media announce £6,000 tournament*

18th March 2009 (Huntingdon, UK) – Heaven Media are pleased to present a professional eSports tournament to be held at Gadget Show Live, taking place at Birmingham NEC 17th-19th April.

The tournament, which features Valve's popular first person shooter Counter-Strike: Source, will be a key attraction to Heaven Media's 700m² Game Zone, with four top teams from around Europe being invited to compete, free of charge, for a huge £6,000 prize fund.

"We will have a whole host of activities within the Game Zone, but the focal point will very much be this tournament," said Adam Godfrey, Business Development for Heaven Media. "It is a great opportunity for over 30,000 visitors at the event to see the best gamers in Europe battling it out."

"This tournament gives casual gamers a chance to meet some of the top eSports personalities in person, these are teams that compete in large money tournaments all over the world," confirmed Heaven Media's Corin Cole. "We will also be providing extensive coverage both within the zone and via our portfolio of sites".

The focal hub for coverage will be leading eSports coverage site Cadred.org who will be in attendance to provide live scores, features, media, and access to watch games, both live and on-demand.

Heaven Media have also confirmed the attendance of eSports broadcasting company QuadV, in the form of Paul Chaloner, Stuart Saw, and Jason Atkins, who bring with them many years of experience in broadcasting, both online and to television networks around the world.

More details, including the event schedule, invited teams, event coverage, and other features of the Heaven Media Game Zone will be announced in due course.

A press website will be available for both eSports and mainstream press organisations, providing easy access to press releases, news, media and more, both pre-event, and live from Birmingham in April.

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.

