

**FOR IMMEDIATE RELEASE**

**HEAVEN MEDIA ANNOUNCE THE HMV GAMERBASE CUP  
IN ASSOCIATION WITH ESPORTS HEAVEN  
*£2,000+ tournament at gamerbase in Reading***

**24<sup>th</sup> March 2010 (Huntingdon, UK)** – Heaven Media are pleased to announce the hmv gamerbase Cup in association with Esports Heaven.

Taking place over the first weekend of May, the hmv gamerbase Cup will be situated at the hmv gamerbase supercentre in Reading, England, and will cater for eight of the country's finest Counter-Strike: Source teams.

Regional qualifiers at gamerbase locations in Reading, London, Glasgow and Manchester will see four local teams win spots to the event, meanwhile top teams from around Europe, will qualify for the remaining four spots through online tournament website Esports Heaven.

With a prize split of £1,250/£500/£250 for first, second and third respectively, and plenty of other exciting prizes to be won as well, the weekend is sure to see some fantastic games between some of the best esports talent around.

Gamerbase Reading, the venue for the event, is situated in the heart of the city, and is the most advanced gaming centre in the world, offering a cutting edge first class gaming experience on some of the most advanced gaming machines available today.

"We are very excited to be organising the first high profile hmv gamerbase Cup," said Adam Godfrey, Business Development Manager for Heaven Media. "We are sure to see some cracking matches that weekend, as well as in the preceding qualifiers; it's really great to see hmv doing their part to push esports forward."

"This is set to be the first of many highly exciting tournaments from gamerbase in 2010," said hmv's Head of Gamerbase, Dominic Mulroy. "We look forward to producing a fantastic event, both for the competitors themselves, our sponsors and the spectators at home."

The event's Final in Reading, the four offline qualifiers in regional hmv gamerbase centres, and the online qualifiers hosted by Esports Heaven, will all be covered by leading esports website Cadred.org, with journalists on the ground at all events.

## **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 Hardwareheaven.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 hmv gamerbase**

hmv gamerbase are pay-to-play gaming venues located in the games department of large HMV stores, which offers 50 to 60 seats of networked PC and console gaming for customers to play 1000's of games across the network or online. The venues are sponsored by Intel, Microsoft XBOX and Sony Playstation, in addition to other technology partners.

Gamerbase is staffed by dedicated gaming evangelists, there to offer instruction and encouragement to gamers of all backgrounds to experience social gaming.

For more information visit <http://www.gamerbase.com>

## **Contacts:**

*Heaven Media*

Corin Cole

+44 (0)7920 748570

corin@heavenmedia.com

*hmv gamerbase*

Dominic Mulroy

+44 (0)7795 452910

dominic.mulroy@hmv.co.uk