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Contact: Corin Cole  
corin@heavenmedia.com  
+44 7920 748570

## **HEAVEN MEDIA ANNOUNCE PARTNERSHIP WITH WESTERN DIGITAL**

*Six months of professional esports tournaments, prize draws and more*

**10<sup>th</sup> February 2010 (Huntingdon, UK)** – Heaven Media are pleased to announce a new partnership with Western Digital, world leaders in storage technology and products.

The six-month partnership will see six professional esports tournaments hosted by Heaven Media's industry-leading tournament website, Esports Heaven, alongside numerous other activities.

Western Digital will be seen featured at Heaven Media's Game Zone, a key attraction of Gadget Show Live, the sell-out technology event of the year, which takes place at the Birmingham NEC this April.

Hardware Heaven, Europe's largest PC hardware enthusiast site, will also host a number of exclusive Western Digital product reviews, bringing Heaven Media's audience the highest quality of written content around some of 2010's newest storage technology.



In competitions held both online over the 6 months, and across the five days of Gadget Show Live, Heaven Media will give 100,000s of people the chance to win some of Western Digital's finest products.

Having won awards such as "EMEA Peripherals Vendor of the Year 2009", as well as numerous top awards for their products, Western Digital are a brand that you know can be trusted to produce the highest quality of products, and their many customers around the globe will attest to this.

Western Digital are also especially well known for manufacturing the fastest hard drive on the planet - the WD VelociRaptor™ SATA hard drive, which boasts an impressive 10,000 RPM.

"Western Digital is a hugely respected company, known for pushing the limits when it comes to cutting-edge technology, and reliability," said Adam Godfrey, Business Development Manager for Heaven Media. "This partnership shows just how keen they are to actively get involved with their customers, and we are sure to see some fantastic matches take place thanks to their monthly tournaments."

“We are pleased to be able to enter this partnership to promote of some of our newest products, and to be able to support the esports community,” said Western Digital’s Senior Director of Sales, Mr. Ian Keene. “Heaven Media’s community is made up of gamers and computer enthusiasts who look for the best of the best in hardware, and that is exactly what we strive to offer them, each and every time we develop a new product.”

### **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 Western Digital**

WD, one of the storage industry's pioneers and long-time leaders, provides products and services for people and organizations that collect, manage and use digital information. The company designs and produces reliable, high-performance hard drives and solid state drives that keep users' data accessible and secure from loss. Its advanced technologies are configured into applications for client and enterprise computing, embedded systems and consumer electronics, as well as its own consumer storage and media products.

WD was founded in 1970. The company's storage products are marketed to leading OEMs, systems manufacturers, selected resellers and retailers under the Western Digital® and WD brand names.

