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**HEAVEN MEDIA ANNOUNCE THE £1,000 ZAVVI COD4
CHAMPIONSHIP, SPONSORED BY ZAVVI.COM**
128 teams to compete on Esports Heaven

26th October 2010 (Huntingdon, UK) – Heaven Media, in partnership with www.Zavvi.com, today announced the Zavvi CoD4 Championship, to be run on Esports Heaven, Europe's premier esports cups website.

The event is to be held in celebration of the greatly anticipated release of Call of Duty: Black Ops, which will be available on www.Zavvi.com from November 9th.

Starting on Monday 1st of November, Call of Duty 4: Modern Warfare teams from around Europe will compete in an intense battle to prove their skill, vying for both the prize and the pride of the title.

Heaven Media's partner websites, Tek9.org and Cadred.org will both provide top quality coverage of the tournament for its duration, with live fixture and score updates, quality feature content and more.

Zavvi.com is Europe's leading online entertainment retailer, from blu-ray to books, electronics to video games and more.

"Massive online competitions are certainly no stranger to Esports Heaven, but in Zavvi.com we have found a fantastic new partner, and are confident that we will once again set new standards in online esports," said Esports Heaven's Steven Leunens. "The Zavvi CoD4 Championship will attract great teams from all over Europe, and will be a great event for players and fans alike."

"We are extremely excited to be able to create a competition like this for the esports community," said Sarah Jasper, Head of Business Development for Zavvi.com. "We're all really looking forward to seeing some amazing matches between hugely talented gamers; this is going to be a tournament to remember."

The homepage for the tournament can be found from Esports Heaven's website, or directly at <http://www.esportsheaven.net/zavvi-cod4-nov2010>

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.com, Gamingheaven.net, Cadred.org, EsportsHeaven.net, 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 half a million registered users contribute regularly to a collection of vibrant online communities.

About Zavvi.com

Zavvi.com, a retail company owned by The Hut Group, is a major player in entertainment retail, both in Europe and the UK. A rapidly growing company continuing to thrive despite uncertain economic conditions, Zavvi.com is quickly becoming a one stop shop for all online shoppers.

Discover more at www.Zavvi.com