

**FOR IMMEDIATE RELEASE**

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## **HEAVEN MEDIA AND SAPHIRE JOIN FORCES FOR SEPTEMBER MADNESS**

***128 teams to compete in Counter-Strike: Source and Call of Duty 4***

**8<sup>th</sup> September 2009 (Huntingdon, UK)** – Heaven Media are pleased to announce a new partnership between esports tournament organiser Esports Heaven and SAPHIRE Technology, the graphics card production company.

From Tuesday 15th September to Sunday 27th September two tournaments will take place, each offering the winning team a superb prize of five ATI Radeon 4850 512MB graphics cards, providing the kind of graphical power any gamers wants in their computer - when you combine the ATI Radeon 4850 series GPUs with SAPHIRE's know-how you get a graphics card than can propel you deep into your gameplay with seamless frame rates and high resolutions.

The SAPHIRE Call of Duty 4 tournament will kick off on the 15th with over 1,200 hours of gaming in just 6 days, with this feat repeated the next week for a different 64 teams, competing in the SAPHIRE Counter-Strike: Source tournament, which commences on Tuesday 22nd September.

"It's great to be working with SAPHIRE again after their great involvement with our event at Gadget Show Live 2009," said Adam Godfrey, Business Development for Heaven Media. "SAPHIRE has long been the favoured graphics card brand for gamers due to the high and reliable quality of their products."

"We believe that helping esports continue to grow is a very important goal" said SAPHIRE's Adrian Thompson. "We're pleased to be supporting Esports Heaven's September Madness, and are looking forward to some great games taking place!"

These SAPHIRE tournaments will be covered by Cadred.org and Tek-9.org, two of Europe's most influential esports coverage sites.

## **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 SAPPHIRE Technology**

Pioneers in a new era of how data is displayed and games are played, SAPPHIRE shepherds the performance oriented with ground-breaking solutions to an environment that remains in a constant state of flux and ultimate evolution.

For over ten years SAPPHIRE has held true to its unwavering commitment, the commitment to deliver the most feature rich and soundly engineered products.

"SAPPHIRE is ATI's largest and best performing partner World Wide" Dave Orton, CEO ATI.

