



FOR IMMEDIATE RELEASE

TNWA Group Acquisition Creates Biggest Online Gaming Community in the UK

Strategic acquisition of EnemyDown.co.uk roadmaps growth opportunities for Group brands

London – 25th July 2007 – TNWA (The New World Assembly) Group today announced acquiring *Enemy Down* [www.enemydown.co.uk], one of Europe's leading online tournament team-play gaming sites, as part of its ongoing strategy to develop opportunities in the community-based online gaming sector. The acquisition makes TNWA Group the largest aggregate gaming community in the UK and amongst the top three in Europe.

Since its launch in 2002, *Enemy Down* has been run on a voluntary basis and attracted a staggering following. The site is widely regarded as a premier destination for Europe's competitive PC gamer teams, hosting first-person shooter and many other game genres.

At present, TNWA Group, who also provide *devotii™* and *PrizeFight™* online gaming services, are focussing on improving current services provided by *Enemy Down*, as well as looking at ways to add new services, systems and features, which had previously been beyond the financially reach of the site.

"*Enemy Down* is more than just a strategic acquisition for TNWA," Paul Sulyok, CEO of The TNWA Group said. "The brand will join and complement the TNWA Group offering and together they will increase the partner and sponsorship deals we're attracting as a company. This is the next step in improving gaming experiences for all gamers. We want to make gaming simple, secure and fun for all by providing innovative solutions specifically tailored to online gamers' needs."

Enemy Down's Head Administrator Andy Taylor, and developer Richard Down, who had previously run the site on a voluntary part-time basis, will be employed full-time by TNWA to run and develop the site further.

Andy Taylor, Head Administrator for *Enemy Down*, said: “*Enemy Down* has grown astronomically over the years, and being under TNWA’s umbrella will allow us to enrich and expand the site in ways that would otherwise be impossible without this significant level of investment.” He added, “I’d like to take this opportunity to thank all those that make *Enemy Down* possible, including the registered players, helpers and administrators. We’re at the dawn of an exciting new era for the site.”

With new TNWA developed systems, *Enemy Down* is planning to host more large scale tournaments such the hugely successful ‘TEAM Ebuyer’ tournament, which attracted 192 teams and has had the largest UK prize fund to date.

More information about new features and technologies to be added to *Enemy Down* will be announced at a later date.

About The New World Assembly:

The New World Assembly (TNWA) is a pioneering developer of online PC videogame environments, systems and software. The company is internationally recognised for innovations such as devotii the community gaming arena and Prizefight, the first gaming for cash prizes service, which are contributing to the global growth in subscription-based and online multiplayer games. TNWA has also developed ground-breaking anti-cheat software, online team management software and a scaleable online tournament system, all of which are incorporated exclusively in the company’s own products. For more information about TNWA, its products and services please visit www.tnwagroup.com.

About *Enemy Down*:

Enemy Down is a premier clan-tournament community that serves experienced competition gamers. The strict *Enemy Down* admittance policy has enabled it to become a large, trusted and thriving community of dedicated gamers. The experience and reputation of *Enemy Down* has given rise to partnerships with major publishers and industry businesses. ED will continue grow as a premier clan-tournament community, by ensuring the excellent culture and service continues to thrive and evolve. Visit www.enemydown.co.uk for more information.

About devotii

devotii is a new online gaming arena devoted to making team gaming easy; with advanced yet simple-to-use functionality in a secure environment using next generation propriety anti-cheat software. devotii is building a active gaming community with sophisticated social networking tools integrated with ‘one-click-to-play’ functionality. For more information about devotii please visit www.devotii.com

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