



FOR IMMEDIATE RELEASE

Enemy Down joins the TNWA Group

Bright future and access to new technologies for top European tournament site and gamers

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

Enemy Down, which had previously been run on a part-time basis by its founder Mike Pratt, and Head Administrator Andy Taylor, will now reside under TNWA's umbrella alongside *devotii™* and *PrizeFight™*. Andy Taylor will now be employed full-time by TNWA to continue to manage and develop the service.

"There will be no changes that affect the culture or ethos of *Enemy Down's* community," said Paul Sulyok, CEO, TNWA. "Being part of TNWA Group opens the door to new technologies and infrastructure, which will unlock the site's massive potential and benefit its members enormously. I have huge admiration for the dedicated team of people that help make *Enemy Down* what it is today – we need their help as much in future as ever before."

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."

TNWA Group offers gamers the largest gaming community in the UK and is one of the top three PC gaming community websites in Europe. With new TNWA developed systems, *Enemy Down* is planning to host many more large scale tournaments such as 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

PR Contacts:

Caroline Miller
Indigo Pearl
E: info@indigopearl.com
T: 020 8964 4545