



**FOR IMMEDIATE RELEASE**

## **Win £50,000 with Unreal Tournament® 3**

*Enemydown (ED) and Midway Games Europe partner with online games retailer PLAY.com ([www.play.com](http://www.play.com)) in Unreal Tournament 3 event*

London – 31 October 2007 – *Enemydown* [[www.enemydown.co.uk](http://www.enemydown.co.uk)], part of the TNWA Group, one of Europe's leading online tournament team-play gaming sites, today announced their partnership deal with Midway Games Europe and Play.com for a massive £50,000 cash play-off celebrating the launch of the eagerly awaited Unreal Tournament® 3 on PC DVD from Epic Games.

Only gamers pre-ordering and purchasing *Unreal Tournament 3* from PLAY.com before its launch in November and post launch in December will receive a unique registration code allowing them to enter two massive competitions with their new game. One is a single player tournament with a fantastic first prize of £20,000, and the other is a team-based tournament with an even bigger prize of £30,000.

Online competitions will take place following the launch and the finalists will be invited to the grand-slam shoot out in March 2008 at a soon-to-be-announced UK venue worthy of such a showdown.

Martin Spiess, Managing Director – Europe, Midway Games Ltd, said: "Enemydown is the spiritual home for many of the UK's online gaming elite, so this tournament is the perfect way to celebrate the launch of this latest and greatest *Unreal@* game."

Gian Luzio, Head of Games at PLAY.com, commented: "*Unreal Tournament 3* is already generating a lot of interest on Play.com. We are delighted to be able to offer this to all customers who buy from Play.com, whether experienced *Unreal* players or newcomers to the series."

"We look forward to engaging the already dedicated *Unreal Tournament* fans and bringing the game to a whole new target audience. The launch of the new game is a calendar event for the

gaming community," Paul Sulyok, CEO of The TNWA Group said. "We're delighted to be partnering with Midway Games and Play.com for this tournament and remind people it's exclusive to those purchasing their copy of UT3 from PLAY.com"

Andy Taylor, Head Administrator for *Enemydown*, said: "Here at ED we are dedicated to giving gamers the best gaming experience and we put our growing community at the heart of online gaming. With our experienced team of tournament administrators we look forward to delivering a fair and professionally run competition."

*Enemydown* hosts the largest UK community of online PC gamers. The site has hosted some of the largest online gaming tournaments in recent years, attracting both amateur and professional clans. The site is widely regarded as a premier destination for Europe's competitive PC gamer teams.

#### 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](http://www.tnwagroup.com).

#### About *Enemydown*:

*Enemydown* is a premier clan-tournament community that serves experienced competition gamers. The strict *Enemydown* admittance policy has enabled it to become a large, trusted and thriving community of dedicated gamers. The experience and reputation of *Enemydown* 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](http://www.enemydown.co.uk) for more information.

#### About Play.com

PLAY.com is the UK's favourite Book, DVD, music and games retailer and was founded in 1998 by Richard Goulding and Simon Perrée. PLAY.com offers DVDs, CDs, games, books gadgets and electronics and has added to the range with Posters, T-shirts and the recently launched online trading site – PlayTrade™. Play.com differentiates itself from competitors by focusing on entertainment and leisure only and pioneering free delivery on the internet.

PLAY.com has become the UK's third most visited online retailer with in excess of four million customers in over 30 countries with more than 600 employees

#### About Midway

Midway Games Inc. (NYSE:MWY), headquartered in Chicago, Illinois, with offices throughout the world, is a leading developer and publisher of interactive entertainment software for major videogame systems and personal computers. More information about Midway and its products can be found at [www.midway.com](http://www.midway.com)

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