

# CADRED.ORG

## PRESS RELEASE

### **Europe's largest Counter Strike Source website, Sourced Cadred.org gets snapped up by rapidly growing media group**

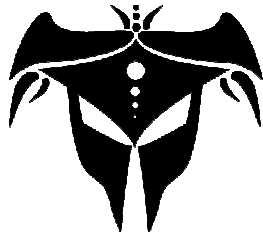
June 23, 2008: Cambridge, UK: Cadred.org, Europe's largest website for professional and enthusiast Counter Strike Source coverage announced today a takeover bid by Heaven Media Group, one of the industry's fastest growing online tech/gaming publishers in the UK. In a deal worth over £150k, Cadred.org will plough additional resources into fulltime staff and promise full coverage of over 40 European CSS gaming events over the next year.

"Cadred.org already has a fantastic reputation amongst the huge CSS online community" remarked Max Silver, Editor-in-Chief, Cadred.org "Heaven Media's investment will help us expand our European coverage and move towards the US market". Cadred.org is one of very few websites that maintain live and up-to-the-minute statistics, coverage and news of CSS events.

Cadred.org covered the past 30 events as official media partners, which guarantees access-all-areas and exclusive opportunities. "The site is simply ahead of it's game" noted Corin Cole, Technical Editor, Cadred.org "Not only are we offered exclusive rights to many aspects of the events we attend, we ensure our coverage is consistently outstanding".

The move for Heaven Media Group expands on their thriving online portfolio including enthusiast tech site, driverheaven.net and reviews site, gamingheaven.net. "There is no point being a Jack of all trades and a master of none" explained Mark Reed, Chairman, Heaven Media Group "driverheaven.net was our first huge success, we entered the gaming market with our very successful reviews site, gamingheaven.net; Cadred.org is the perfect compliment to our portfolio, but it won't stop there" he continued.

"Gaming is one of the largest and fastest growing global markets" added Adam Godfrey, Business Development Manager, Heaven Media Group, "there's plenty of room for competition, but not room for errors, our media content, design and editorial must to be spot-on to ensure positive growth of our audience and community; Heaven Media is a fine example of doing the right thing" he concluded.



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Cadred.org will be covering AEF, Antwerp, Belgium, The Experience Lan, Copenhagen, Denmark and Multiplay i34, Warwick, England.

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#### About Cadred.org

Founded in 2006, Cadred is a community driven eSports portal dedicated to giving gamers up to date news from across the competitive video gaming scene.

Cadred currently has over 16,000 active registered members and attracts around 45,000 unique visitors per month. The site achieves a very respectable 1.5million page impressions per month indicating an average 30 page impressions per reader. The Cadred community is highly vocal with a very busy forum and over 10,000 user comments on articles and event coverage per week.

In the past 12 months Cadred has had one or more staff members at over 30 live gaming events across the world, ranging from regional tournaments to the Championship Gaming Series World Final, broadcast on live television to over 350 million homes worldwide. Through their accurate and thorough coverage, engaging both gamers and non-gamers alike Cadred have secured exclusive official coverage partnerships with some of the biggest companies in gaming; ranging from Multiplay, provider of the United Kingdom's biggest LAN tournament, to the Championship Gaming Series, a joint venture by DirecTV, Star and Sky.

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