

## **Massive Attendance for Hardware Zone Midnight Mayhem!**

**Singapore – 30<sup>th</sup> March 2004** – The Hardware Zone Midnight Mayhem Event at Sim Lim Square had turned out to be a resounding success! The event generated a whopping 50,000 patrons to the experience, with 10,000 participants to the grand draw to purchase a 42” Plasma TV for only \$999!

Hardware Zone Midnight Mayhem was the **FIRST** ever midnight shopping experience at Sim Lim Square, which extended the shopping hours on Saturday, 27<sup>th</sup> March until 2am Sunday and was a significant factor as a novelty experience. Patrons were attracted by the crazy bargains after checking out the micro-site at [www.hardwarezone.com](http://www.hardwarezone.com) and from seeing the press ads prior to the event.

As shoppers were kept entertained throughout the day by the combination of great offers, an intense endurance LAN-gaming tournament went on concurrently for a total span of 28 hours and highlighted the significance of “videogame voyeurism” in keeping casual onlookers and hardcore gamers involved with the event. Midnight Mayhem attracted well over 100 overnight gamers, who battled for boasting rights along with \$24,000 worth of prizes in celebration of the official launch of Atari’s Unreal Tournament 2004.

The midnight shopping concept produced a massive turnout of shoppers who queued up for the after dark promotions on electrical goods and peaked the attention of curious onlookers who then discovered that Sim Lim Square was still full of activity past normal retail hours.

“I’ve lined up for over 3 hours since 6.30pm to purchase a 21” TV at \$99, so the wait was worthwhile,” said Mr. Nony Lee as he cheerfully showed off his purchase. “The event kept me entertained, the great bargains were very attractive and I even made new friends while waiting in queue.”

And in some cases, Midnight Mayhem even attracted the attention of the whole family. “I came here with my relatives so that we can each get one of the items that was on promotion. We bought two TV’s, a Standing Fan, the VCD Player and the Camera at a very good bargain,” said Ms. Linda Asat. “We loved the idea of midnight shopping and would definitely come down for more events like this.”

And as all the items on special promotions were quickly snapped up, a special guest from the official radio station WKRZ 91.3FM, DJ Jensen Wong, kept their spirits alive through participation in an exciting auction of premium gadgets as they await the grand draw to purchase a \$6,999 Plasma TV for only \$999.

“I’m really surprised at how exciting the shopping experience in Singapore is,” said Mr. Will Faraday, a tourist visiting from America. “Being here at this event gives me the impression of a very vibrant gaming scene and the attractive prices for electronic merchandise.”

“We feel greatly privileged to be the first to initiate this innovative experience at Sim Lim Square and to receive such overwhelming response,” said Jereme Wong, Media Director for Hardware Zone Pte Ltd. “Due to the success of this venture, we plan on creating more events of this caliber and with the feedback we gained from Hardware Zone Midnight Mayhem, we’ll continue to bring more value to both our patrons and vendors.”

#### **About Hardware Zone Pte Ltd**

As the leading integrated media company in Asia, Hardware Zone Pte Ltd is a prolific provider of marketing channels and services to the information communications, technology and gaming industry. Capitalizing on our editorial strength, Hardware Zone Pte Ltd offers to marketers multiple media solutions via our magazines, Internet products, research, direct marketing services, education and training, as well as event management.

#### **About GameAxis®**

GameAxis®, the prime source of everything gaming-related with the freshest news from interactive entertainment hotspots across the globe, the coolest reviews across all gaming platforms and extensive coverage of gaming events, tradeshow and competitions happening throughout the South East Asian region. With a firm dedication to cultivating the local gaming industry, GameAxis® highlights the activity of game developers, animators and expert gamers while calibrating the involvement of the general public into becoming active participants of the gaming wave that is sweeping the globe.

#### **About Hardware Zone Events Services**

Hardware Zone Events is Hardware Zone Pte Ltd's event management unit. It serves a vital role as a catalyst for the IT consumer and business communities by aggregating and providing the best opportunity for the Information Communications & Technology industry with events that includes awards, product seminars, product launches, promotions, carnivals, gaming contests, PC assembly contests and sell-thru road show. Leveraging on the foundation of its online and print publications, HWZ Events is dedicated to bridging the digital divide between consumers and prosumers with exciting events that innovate as much as it motivates.

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