

Hardware Zone Midnight Mayhem Storms into Sim Lim Square

Singapore – 23rd March 2004 – Get ready for a crazy event on the 27-28 of March 2004 with Hardware Zone's Midnight Mayhem; the FIRST ever midnight shopping experience at Sim Lim Square!

Brought to you by official sponsors AMD, Albatron, Hitachi Harddisk, TDK, Epson, BenQ, Corsair, Genius and Netzspiel along with the support of Sim Lim Square Star retailers, Hardware Zone Midnight Mayhem enhances the novelty of the shopping experience as Sim Lim Square stays open from the 27th of March with exclusive promotions and auctions only available at midnight until 2am on the 28th of March.

Need an example of Midnight Mayhem specials? You can start by purchasing any product at any outlet in Sim Lim Square during the event, then claim your coupon at the Information Counter for a grand draw at midnight for a chance to purchase a Brand New 42" Plasma TV (u/p S\$6,999) for only S\$999! Or pick up a brand new 21" TV set at an insane promotional price of only S\$99! All this along with 500 other promotional items are up for grabs after dark, along with auctions for premium gadgets and gear that starts with only a low-bid \$1.

Alongside the shopping extravaganza, Hardware Zone Midnight Mayhem also celebrates the official launch of Atari's Unreal Tournament 2004 in a massive "Endurance Tournament" that will stretch for 28 hours. With over 100 players battling it out for prime position to win over S\$24,000 in prized hardware and components, there is definitely plenty of quality mayhem to keep all patrons to the event entertained.

"X3M, our GameAxis sponsored team will be represented in the Unreal Tournament 2004 Endurance LAN Gaming Tournament," said Aaron Yip, GameAxis editor. "Let it be said that Unreal Tournament 2004 is a cool game to play but X3M's flair in multiplayer competitions will definitely create an entertaining experience for spectators."

Together with the support of 9 participating hotels in the vicinity distributing flyers for tourists to redeem goodie bags at the event, Hardware Zone Midnight Mayhem has generated intense pre-event publicity in mass media channels in print and radio inclusive of a micro-site at www.hardwarezone.com.

"We took the initiative to combine the merits of an innovative approach to direct marketing with the intensity of competitive gaming," said Germaine Lee, Events Manager for Hardware Zone Pte Ltd, "Midnight Mayhem will bring the IT community together, from the savvy bargain hunters to the hardcore gamers, and portray to our patrons a unique vibrancy from conventional retail approach."



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 with 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.

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