

ATHLETES AND GAMERS FACE-OFF IN “CHALLENGE REALITY: GAME TO FAME”

9th July 2004- Singapore- Team Singapore and Hardware Zone announces “Challenge Reality: Game to Fame”, a bold and exciting media campaign that combines the fervent enthusiasm for interactive entertainment with our national pride in the arena of sporting activity.

In line with the upcoming Olympic games in Athens, “Challenge Reality: Game to Fame” is a nation-wide campaign designed to motivate Singaporean youths to participate actively in sports and present a vital opportunity for interaction with Team Singapore athletes. By using the massively popular medium presented in sports-based videogames, the campaign hopes to draw out and transfer the competitiveness of young gamers onto the playing field of sports as an embodiment of the Team Singapore value of fighting spirit.

“By organising this event, Team Singapore hopes to encourage students who are already good in playing sports-based games to go one step further by involving themselves physically,” said Kelvin Chua, General Manager of Team Singapore.

The campaign combines two distinct groups, as athletes from Team Singapore and gamers selected via GameAxis® embark on an insightful lesson on role reversals with both camps experiencing the activity of the other on the **17th of July**. While a select group of 20 gamers undergo a physical training session supervised by Team Singapore’s Strength and Conditioning Coach, a selected group of athletes toughen up their thumbs and train up with popular sports-based videogames on the Xbox such as Top Spin, DOA: Extreme Beach Volleyball, NBA Live 2004 along with FIFA 2004 and Tiger Woods PGA Tour 2004 for the PC. Participants will then play-off against each other in a grand event to be held at **Orchard Cineleisure** from the **6th – 8th of August**.

“Challenge Reality: Game to Fame” will also be supported by an online micro-site at www.gameaxis.com/challengereality. Audiences are encouraged to check out the ongoing developments in the campaign, take part in online contests and familiarise themselves with participating gamers and athletes as they vote for their favourites to win, culminating in a climatic showdown of selected sports-based videogames and street sports between combined teams of athletes and gamers.

Together with IT partners such as Microsoft Xbox and Intel along with support from IDA, the “Challenge Reality: Game to Fame” Event is set to entice the youth market of both gamers and sporting enthusiasts with various fun-filled activities planned throughout the event. “This campaign plays a unique role in showcasing

the latest technology that enhances gaming and helps bring the gaming experience to new users segments.” said Mr Koh Su Hock, Channel Business Marketing Manager.

“We’re taking gaming activity to the next level in this exciting event and are equally thrilled with the opportunity to work with Team Singapore and our IT partners on such a grand scale,” said Jereme Wong, Hardware Zone Media Director. “The combination of the virtual and the real is another first for Hardware Zone and GameAxis as we present an excellent platform to project a positive message to Singapore’s youth.”

"As part of the e-Celebrations 2004 campaign to excite more Singaporeans to get online and embrace an e-lifestyle, we are happy to support “Challenge Reality: Game to Fame”. This combination of virtual and real shows us that online games can help cultivate the sporting spirit in our youths and develop their potential as competitive sportsmen in the playing field," said Ms Pam Hu, ICT Adoption, Infocomm Development Authority of Singapore.

About Team Singapore

Team Singapore is the approach through which the Singapore sporting fraternity will work together to realise our vision of a sporting Singapore. Team Singapore is about putting aside personal or organisational interests and working together as a team. It is about Singaporeans striving together for sporting excellence for the nation. At the heart of Team Singapore lies three core values – Fighting Spirit, National Pride and Teamwork – underscoring the notion that by working together, the whole can be greater than the sum of its parts. Team Singapore gives Singaporeans the opportunity to foster closer relations and gather together to rally support for our athletes. Team Singapore shall be the means through which sports helps to build a cohesive and resilient Singapore.

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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