

games™ wins two awards at GMAs

Popular multiformat games magazine secures top honours at the first ever Games Media Awards, hosted by Intent Media

Imagine Publishing is pleased to announce today that *games™*, its flagship multiformat games magazine, has been awarded two industry accolades at the Games Media Awards event held in London. Many of Imagine's other independent videogames magazines, including *Play*, *X360* and *Retro Gamer*, were also shortlisted at the event.

The Games Media Awards, created by Intent Media, publishers of videogames industry trade paper, *MCV*, were held in London's Soho Revue bar. The cream of the country's games journalists and software publishers were there to celebrate excellence in specialist and mainstream videogames journalism. Among the sponsors of the event were Microsoft, Nintendo, Sony, Electronic Arts, Take 2 and Vivendi.

games™ won the Best Multiformat award, ahead of Future's much-respected *Edge*, *GamesMaster*, and Imagine's own *Retro Gamer*. The magazine then went on to scoop the much-coveted Overall Games Magazine award; proclaiming it as the best videogames magazine on sale in the UK today – the highest possible honour.

"When you don't expect to win any awards, walking away with your hands full of them is a welcome surprise," said Editor Rick Porter. "The *games™* team works hard to make the magazine as good as it can be every month and it's great to feel the industry both recognises this and is keen to reward it."

Damian Butt, Managing Director of Imagine Publishing said: "I'm extremely proud to see *games™* win these important awards and it's a fantastic endorsement for the hard-working team from the decision makers in the industry. Since its launch in 2002 the magazine has focused on quality and integrity in games journalism, and it's never lost its sense of wonder and enjoyment for games on every format. The future remains bright for *games™*, and I would like to thank everyone who voted for it. It means a lot."

Imagine Publishing is one of the UK's fastest growing consumer specialist publishers. Formed in May 2005, it now publishes 20 magazines and 20 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.



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