

Pokemonfaceoff.com smashes the 3 million battle barrier!

Pokémon World's new Pokémon battling website proves to be a phenomenal success

Pokemonfaceoff.com was launched in December 2008 by Imagine Publishing as part of its online expansion and as a companion to its established *Pokémon World* magazine.

The online battle engine allows users to choose the winner of a faceoff between two pocket monsters and then records the results of the battle which also count towards a list of the top 100 Pokémon of all time. After just four months **www.Pokemonfaceoff.com** has now hosted over three million battles!



“We could never have imagined the colossal number of players Pokémon FaceOff.com would attract!” exclaimed Nick Roberts, Imagine’s Business Development Manager and the driving force behind *Pokémon World* and the new website.

“We caused major disruption to Imagine’s websites over Christmas with the number of Pokémon battles taking place, and since then we have gone on to see every one of the 493 Pokémon take part in over 12,000 battles each. That makes over three million Pokémon battles in four months!”

“I would just like to thank all the Pokémon fans that have played the FaceOff game so far and made it the success that it is, and a big thank-you to Electronic Arts, D3 Publisher and Square-Enix for using the site to advertise their latest games too.”

With the launch of Pokémon Platinum for Nintendo DS on 22 May, Imagine is standing by for the next surge of Pokémon FaceOff players to battle it out online. And the number one Pokémon so far? It’s Platinum cover star Giratina, winning 83% of its battles.

Imagine Publishing is one of the UK’s fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 magazines and 27 websites in the videogames, computing, entertainment and photography markets. An Imagine magazine is purchased every ten seconds.

Name: Pokémon World Face Off

URL: www.pokemonfaceoff.com

No. of Pokémon available for battle: 493

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