

Hennessey joins Play magazine

Imagine Publishing appoints respected technology Editor to front the UK's bestselling independent PlayStation magazine

Imagine Publishing has enlisted the editorial expertise of award-winning games journalist, Keith Hennessey, as the new Editor of *Play* magazine and its companion website **Play-Mag.co.uk**. Having spent time working on the company's innovative videogames portal NowGamer.com, Keith returns to print publishing where he has extensive experience working on and contributing to titles such as *X360*, *SciFiNow*, *HD Review*, *Total PC Gaming* and *games™*.

Commenting on the new appointment, Hennessey said, "It's a real honour for me to be working on such a prestigious magazine. *Play* was the first ever PlayStation magazine, and has a long and illustrious history stretching back to 1995. I hope to use my knowledge of both print and online publishing to maintain the high standards set by Nick Jones and to push the brand even further in the future."

Now in its fourteenth year, and with 186 issues published, *Play* has established itself as the definitive PlayStation magazine, a title that is important to readers and the games industry alike with its reputation for forthright independent reviews and delivering its readers the very best in cover exclusives. *Play* has always been the hardcore gamer's choice and is the only magazine to remain unchanged and successfully bridge the gap between every generation of PlayStation console. *Play's* dedicated team includes some of the most well-respected PlayStation journalists in the country and is considered by many to be the true voice of the PlayStation market.

"Sony has worked hard to ensure its products are now at the top of every gamer's wishlist, and with the impressive line-up of triple-A titles slated for release next year, 2010 is shaping up to be PlayStation's year," added Hennessey. "I'm really looking forward to being part of it and giving *Play* readers the very best coverage both online and through exciting and innovative magazine exclusives."

Imagine Publishing is one of the UK's fastest-growing consumer specialist publishers. Formed in May 2005, Imagine now publishes 20 regular magazines and 30 websites in the videogames, computing, entertainment, motoring and photography markets. An Imagine magazine is purchased every ten seconds.

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