

Play celebrates launch of AVP with foil bag and special covers

Play magazine celebrates exclusive PS3 review of *Aliens Vs Predator* with special treatment package

Having secured yet another exclusive PlayStation review the UK's bestselling independent PlayStation magazine, *Play*, has partnered with legendary games publisher Sega to create a collector's edition of the latest issue to coincide with the release of *Aliens Vs Predator*.

Issue 189 of *Play* features a special themed double cover, with one side sporting a unique Predator design and the other a fitting tribute to the menacing Aliens. The magazine also comes packaged in a distinctive foil bag that includes a free book and exclusive DVD, which contains behind-the-scenes production footage of the *AVP* game.

Commenting on the collaboration, *Play* magazine Editor Keith Hennessey said, "*Aliens Vs Predator* is one of the most highly anticipated games of the year and the fact that *Play* has managed to secure the exclusive review continues our long-standing commitment to bringing our readers the biggest exclusives first." Hennessey closed by saying, "Web-savvy consumers are demanding much more from their magazine and this special package certainly delivers – you'll never find something like this on the internet."

Aliens Vs Predator is developed by Rebellion and will be available from 19 February, so be sure to check out *Play's* review when Issue 189 hits shelves on the 18 February.

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.

Imagine Publishing
01202 586200
www.play-mag.co.uk



Keith Hennessey
Editor