

games™ Celebrates Microsoft's Sleeper Hit Alan Wake

Imagine Publishing and Microsoft team up to promote new Xbox 360 game, *Alan Wake*, with special commemorative cover

On Thursday 18 February, issue 93 of *games™* went on sale across the UK and the world with a special celebration cover featuring Microsoft's psychological action thriller *Alan Wake*. Following a steady stream of high-quality, Microsoft front covers over the years, *games™* further cements its relationship with the first-party publisher with this foil cover that showcases both the creativity and talent of the *games™* team, and the themes and mystery surrounding one of the most interesting games of 2010.

Microsoft granted *games™* exclusive access to Remedy, the studio that has been working on *Alan Wake* since its announcement in 2005, and which has given insight into a title that Xbox 360 owners the world over have been anticipating for five years.



“This is a game we’ve been following for some time now,” said Rick Porter, Editor in Chief of *games™*. “It’s great to be able to work closely Microsoft and Remedy to finally reveal some solid details on one of the Xbox 360’s most enigmatic and eagerly awaited games. The ideas behind *Alan Wake* are so different from the norm that it has allowed us to step up and try something really bold with the cover – and I couldn’t be happier with how it turned out.”

“We’ve worked with Microsoft yet again for the front cover of *games™* and much like the previous executions, this one doesn’t fail to deliver.” Commented James Haley, Advertising Manager. “It looks great on the shelves and gives *Alan Wake* maximum impact and allows the magazine to stand out from its competitors.”

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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