



PRESS RELEASE

IGN Entertainment partners with MediaXP to publish IGN Germany

Website to be developed by regional games media group

LONDON: 15/04/2011 - IGN Entertainment today announces a new partnership with leading games media group, MediaXP to publish IGN Germany (<http://de.ign.com>).

With immediate effect, the new agreement sees the experienced team at MediaXP, headed by CEO, Peter Konhäusner taking day-to-day control of IGN Germany – mixing bespoke German language editorial and video content alongside localised content from IGN's English language teams in the US, UK and Australia. MediaXP will also sell commercial opportunities across the site for clients targeting readers in Germany, Austria and Switzerland.

As part of the world's most popular games and entertainment website, IGN.com, (source: ComScore – Feb 2011) IGN Germany was launched in August 2010 and quickly established itself as a popular destination for young males aged 18-35 in the region. The new partnership allows IGN Germany to further strengthen its regional focus and grow its audience share, alongside MediaXP's respected local portfolio, including GamingXP, MobileXP, OnlineXP and the trade-focused BusinessXP.

Ian Chambers, International VP & Managing Director, IGN Entertainment, said:

"Having experienced significant growth internationally in terms of readers and revenue, we're delighted to be partnering with Peter and the experienced team at MediaXP on the next stage of IGN Germany's development."

"Teaming up with regional publishers allows us to further build the IGN brand internationally, connecting with new groups of gamers in their own language."

Peter Konhäusner, CEO of MediaXP, added:

"IGN is the world's most recognized games and entertainment media brand online, so we're really looking forward to building up IGN Germany to be the biggest and best site for the German speaking market."

ENDS

About IGN

IGN Entertainment is a leading Internet media and services provider focused on the videogame and entertainment markets. Collectively, IGN Entertainment media properties reach 4.5 million unique users in the UK, with a worldwide reach of 40 million unique users (comScore). IGN Entertainment's network of videogame-related properties (including double GMA award winning games and entertainment site IGN.com) provides one of the Web's most comprehensive videogame information destinations, which coupled with leading male lifestyle site AskMen, attracts one of the largest concentrated audiences of young males on the Internet.

For more information contact:

Will Guyatt, PR Manager, IGN UK (+44) 0203 077 4006