

**PACKARD BELL INTRODUCES THE SECOND SEASON
OF THE EUROPEAN TROPHY OF VIDEO GAMES
PACKARD BELL *i*POWERGAMES**

Paris - May 16, 2008 – The ***i*powergames 2008**, the original video games competition designed by Packard Bell for the gaming communities are being held in eight European countries: Germany, Belgium, Spain, France, Italy, the Netherlands, the United-Kingdom and Switzerland.

This second edition of the Packard Bell Trophy follows on the August 2007 finals which were held in Lisbon (Portugal) and have seen the triumph of the German team in all kind of disciplines.

The ***i*powergames 2008** will take place in the temple of sport and entertainment: the Palais Omnisports de Paris Bercy, during the Paris Gaming Show the 4th, 5th and 6th of July. The final will be broadcasted on Bercy's large video screens. But first, gamers from these 8 countries will have to win their qualification through a set of offline and online national tournaments.

The ***i*powergames 2008** Trophy is open to all the gamers, be they enthusiasts or pros. This is a unique opportunity for the best and most motivated players to compete for a major European title in the best possible gaming setup, in front of thousands of spectators.

The ***i*powergames 2008** sport initiative is built around the famous "Packard Bell *i*power", the official PC of the "Electronic Sports World Cup" (ESWC) and the Paris Gaming Show. The ***i*powergames 2008** aspires to be both popular and spectacular, reflecting the *i*power, the ultimate gaming machine designed especially for the gamers aiming for the highest performance provided by the best on-board technologies.

"It really matters to Packard Bell to move towards gamers and offer them a genuine and well respected Trophy", said Hugues Gontier, Marketing & Communication Director Europe of Packard Bell. "The ***i*powergames 2008** is both a celebration at a European scale and an opportunity for us to share ideas with the gaming communities in order to bring them products meeting their expectations".

Two multiplayer video games with strong and supportive communities will be played during the **ipowergames 2008**. "Call of Duty 4", a team-action game developed by

Infinity Wards and published by Activision – "Race 07", a racing simulation game developed by Simbin. Go to www.ipowergames.net starting May 20th, to find all the details about the national qualifiers for Belgium, Italy, Switzerland, and also to sign up to the online qualifier for Germany, Spain, France and the Netherlands. The 56 national champions (one 5-player COD4 team and 2 Race07 drivers for each country) will be invited during 3 days in Paris by Packard Bell (travel, 3-star hotel, gourmet dinner) to compete for the **ipowergames 2008** final on the Paris-Bercy main stage during the Paris Gaming Show.

Schedule of operations:

Registration to the online tournaments	Tuesday, May 20th > Sunday, May 25th
Playoff stage	Tuesday, May 27th > Thursday, June 12th
National Finals	June 14th, 15th and June 21st, 22nd
ipowergames Finals	From Friday, July 4th to Sunday, July 6th in Paris-Bercy

Official Website: www.ipowergames.net

About Packard Bell

Operating in Europe since 1991, Packard Bell is one of the leading home PC brands in Europe. As consumers have become more tech savvy and discerning, and the world of personal computers and home electronics have converged, Packard Bell has continued to extend its brand and expand its range of products, which today includes leading-edge desktops, notebooks and digital entertainment solutions (MP3 players, home networking, GPS and storage). Packard Bell's unwavering dedication to the consumer market is embodied in its recognized ability to anticipate and meet the ever-changing users' needs.

For more information, please visit www.packardbell.com

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Gamemastering Contact

All the questions related to the tournaments and rules should be sent to contact@ipowergames.net or go to www.ipowergames.net and www.mondialdugaming.com to get every details about opening hours, visitor services and access to the final event in Paris-Bercy.

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