



April 8, 2009

Fatal1ty Guinness world record attempt in Denmark.

World-renowned gaming professional, Fatal1ty, will be travelling to Denmark to attempt to break a Guinness Book world record on Sunday, April 12, 2009. The attempt will be made during Copenhagen's biggest eSport event of the year, Copenhagen eSport Challenge, hosted by Wonderful Copenhagen and Copenhagen City Council.

Johnathan Wendel, better known by the gaming-name, 'Fatal1ty', has tasted victory in more gaming matches than anyone could imagine, but this time his taste of victory will be setting a world record in his "field of expertise." His attempt will be to set the record for the "most frags in one hour" in the game Quake 4, and will be monitored and recorded by 4 gaming specialist judges from Boomtown, the leading Internet cafe franchise and gaming website in Denmark. Boomtown is also the presenter of the Guinness Record attempt event and the designated gaming specialist for the CEC event.

Fatal1ty's upcoming visit to Copenhagen has already drawn a large media interest, including interviews with the leading TV stations in Denmark. Some of the predicted 80,000 visitors of the CEC event in Tivoli Theme Park will also have the opportunity to be a part of the attempt, as 6 other PCs are manned with a rotation of other gamers, just waiting to be the next character fragged by Fatal1ty and add to the tally for the record. However, to put a twist on things, any participant that wins a point against Fatal1ty will win not only bragging rights, but also exclusive Fatal1ty hardware. So, as much as they may want to help Fatal1ty and be "fraggged," they will equally want to survive and win exclusive prizes!

Who says world records are just for Olympic gamers like Michael Phelps?

Online gaming has been growing for over 15 years, and as that interest has grown, it has developed into a true internationally recognized sport, or rather eSport. Fatal1ty and Boomtown have been a part of this growing eSport and are now joining together with Guinness Book of World Records to bring it even more international recognition.

"eSports are about more than sitting at home in front of a PC and playing games all night long, and Boomtown is excited to team with Fatal1ty to put a mark in the Guinness World Record Book and prove that online gaming is both fun and serious—even social," says Boomtown representative, Pamela Simpson.

Facts about Johnathan "Fatal1ty" Wendel:

Johnathan "Fatal1ty" Wendel became the world's first *full time* professional video gamer in 1999 and since then has dominated competitions all over the world, winning an unprecedented 12 world titles in 5 different games. His dedication to the concept of competitive video gaming led him to create a range of gaming gear that carries the Fatal1ty Brand.

In honor of his contributions, Johnathan was awarded the first ever Lifetime Achievement Award in the four-year history of the [eSports-Award](#) for "showing exceptional sportsmanship, taking part in shaping eSports into what it is today and for being the prime representative of this young sport. He has become the figurehead for eSports worldwide."

Facts about Boomtown:

Boomtown is an online gaming cafe located in 3 major cities in Denmark with international expansion

beginning in the summer of 2009. Boomtown offers the best environment and hardware for both serious gamers and casual surfers in Copenhagen, Aarhus, and Odense, Denmark. Boomtown is owned by AA-Technologies, an international holding company located in Cairo, Egypt.

Facts about Copenhagen eSport Challenge:

Copenhagen eSport Challenge is a partnership between the Municipality of Copenhagen, Wonderful Copenhagen and Tivoli Gardens. GamingSchool is organizing Copenhagen eSport Challenge's premier event in Tivoli. For complete program information, visit www.cec2k.dk.

For more information, contact:

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