



GameDaily Launches New Video Game Resource for the Masses

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As video game demographic expands, an online publication for "normal people" emerges

PR9.NET May 04, 2006 - SAN FRANCISCO, CALIF., – Video games are finally hitting mainstream audiences in a big way. Today, GameDaily, the leading independent Internet destination dedicated to providing daily information and entertainment on video games, announces its new editorial focus to reach beyond the hardcore gamers to people interested in video games everywhere.

"Gone is the reign of elitist techie 'gamers,'" says Mark Friedler, CEO of GameDaily. "Gaming is now mainstream entertainment on equal footing with music and video. A wide variety of people enjoy video games, and we provide the independent look at what's worth your time and money. GameDaily is for 'normal people' who also enjoy gaming."

GameDaily's new editorial focus includes its One-Minute Reviews, giving readers an easy-to-digest verdict on the latest video games to hit store shelves. Parents interested in the best choice for their children can visit GameDaily's Family Guide, while portable video fans can download the latest trailers for on-the-go viewing at GameDaily Downloads.

"There are plenty of video game publications that cater only to the die-hard fans, and we wanted to be different," says John Benyamine, Editorial Director of GameDaily. "Now, even if you don't consider yourself a gamer, you too can get the latest video game scoop to make your purchase decisions and plan your holiday wish list wisely."

GameDaily's expert editorial staff is available for press commentary and quotes by contacting Cory D. Lewis at (415) 227-4770 x106 or cory@gamedaily.com.

With next week's Electronics Entertainment Expo 2006 (May 10th – 12th in Los Angeles, Calif.), GameDaily will be on-site for show coverage and meetings in Kentia Hall meeting room #6800. Consumers from every demographic can anticipate GameDaily's E3 2006 coverage of triple-A favorites such as Halo 3, Madden NFL, Gran Turismo, Gears of War, Ratchet & Clank, Medal of Honor, Final Fantasy, World of Warcraft, Super Mario Bros., The Legend of Zelda, Pokemon, and more.

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About GameDaily

GameDaily is one of the leading video game publications on the Internet, serving the mainstream gaming audience at <http://www.gamedaily.com> and industry decision makers at <http://biz.gamedaily.com>. GameDaily reaches the coveted demographic of consumers ages 18 to 34, with a reach of over 4.5 million gamers each month through its flagship property and affiliated partners. The site delivers an innovative point of view on the multi-billion dollar interactive entertainment industry. The GameDaily Biz newsletter is the top video game trade publication read each morning by industry professionals and is available at <http://biz.gamedaily.com/industry/subscribe/>. The Company, Gigex, Inc, was founded in 1995 and is privately held with offices in San Francisco and New York City. For more information, please contact: sales@gamedaily.com.

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