



**IPC MEDIA ACQUIRES MARKET LEADING ONLINE GAMES SITE,**  
**WWW.MOUSEBREAKER.COM**

IPC Media today announces the acquisition of [www.mousebreaker.com](http://www.mousebreaker.com), the leading UK-based free-to-play games site.

Mousebreaker, launched in 2001, publishes over 200 free online flash-based games. The site, aimed at 18-to-34 year old men, has an audience in excess of 4 million unique users every month, enjoying an easy to play spectrum of football, sports, driving, arcade, shooter and puzzle games. Mousebreaker leads the free casual games sector in the UK.

Online games are a worldwide phenomenon. The market was worth an estimated \$5.7billion in 2007 and is forecast to double in size in the next five years\*. Over 200 million people play games online each month, with the casual games sector thriving.

IPC Ignite managing director Eric Fuller says: "The entertainment sector is the fastest growing online sector in the UK\*\*", and games are driving that growth. Mousebreaker is a successful site, and its content is complementary to our existing young men's brands, Nuts and Loaded.

"This is a major strategic investment for IPC Media. Mousebreaker doubles our portfolio's digital reach of UK young men. It's an attractive proposition for advertisers, delivering a highly targeted and loyal male audience. We have some very exciting plans in place to enable our advertisers to engage with our audience of young men in innovative and effective ways."

Mousebreaker co-founders Richard Pendry and Alick Stott will remain with the business. They will work with IPC Ignite publishing director Jo Smalley and Ignite digital director Kevin Heery to develop the brand. Advertising sales across the site will be managed by Ignite's sales team, led by Sam Finlay.

Richard says: "IPC Ignite is the perfect home for Mousebreaker. Ignite's track record in developing the potential of sites for young men – including [www.nuts.co.uk](http://www.nuts.co.uk) – speaks for itself."

Alick adds: "IPC Ignite will be able to provide the resources – commercially and editorially – to evolve the site to its full potential and we're very excited to get to work."

The acquisition of Mousebreaker follows another major acquisition in October 2007 of TrustedReviews, the UK's premier product review site. Last year IPC

also launched a number of major new websites, including homes portal [www.househome.co.uk](http://www.househome.co.uk) and [www.goodtoknow.co.uk](http://www.goodtoknow.co.uk), the essential online destination for women today. And last week saw the launch of a major new digital site – [www.look.co.uk](http://www.look.co.uk) – the perfect fashion filter, online.

**Parklane Capital** acted as exclusive financial adviser to Mousebreaker.com and its shareholders. Parklane Capital is a corporate finance advisory firm located in Germany, specialized on small and medium-sized companies in the media, technology and telecommunications sector.

\* source DFC Intelligence

\*\* source Hitwise May '08

**About IPC Ignite:**

**IPC Ignite is the men's lifestyle and music division of IPC Media. Its award-winning, market-leading brands enjoy international recognition. They include Nuts, Loaded, Uncut, NME, Nuts.co.uk and nme.com.**

**About IPC Media:**

**IPC Media is a leading consumer magazine publisher in the UK. Its five publishing divisions are: IPC Southbank, IPC TX, IPC Ignite, IPC Connect, and IPC Inspire. IPC is wholly owned by Time Warner.**