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## **MTV Arabia PARTNERS WITH WGC 2009**

**Dubai, UAE, February 26, 2009** – MTV Arabia, the Middle East's first youth entertainment and lifestyle channel announced its support as the Official Media Partner of World Game Championship 2009 – The Dubai Challenge during its media launch held in Magic Planet – Mall of Emirates.

Present during the launch is Mr. Samr Al Marzouqi, Channel Manager to represent MTV Arabia on panel said, ***“MTV Arabia’s partnership with World Game Championship 2009 is timely as MTV Arabia prepares new shows catering to Arab gamers in the region. We have acknowledged the fact that as the young Arab viewers are maturing in tastes, choices and affiliations. But one common entertainment today is gaming. We have to give what our viewing public wants and that will be games for gamers”***

As the Official Media Partner, MTV Arabia will be filming the tournament eliminations and which shall be viewed as segments on their show. Gamers will even have the opportunity to meet real life MTV Arabia VJs on the floor of the tournament as they cover the event.

The World Game Championship 2009, themed under The Dubai Challenge, is presenting a whole new line of games from Digital including PC, console and on-line, Sports like Soccer and Basketball, plus Arcade such as American High Striker, Deal or No Deal and Sega Rally. Gamers young and old should expect an exciting year of competition to be held on Magic Planet Mall of Emirates, City Centre – Deira, Ajman, Sharjah, Muscat and Bahrain.

More than AED 100,000 worth of prizes awaits the winners and a chance for UAE nationals to represent the country in the upcoming World Cyber Games in Chengdu, China.

***“We are delighted to bring on the event MTV Arabia, we believe that we are catering to the same market and both supporting the gaming industry. Indeed MTV Arabia’s presence will excite gamers more as they compete in the different sporting event,”*** says Engr. Anas Al Madani, VP – INDEX Conferences & Exhibitions Organization.

World Game Championship 2009 – The Dubai Challenge is part of the Dubai World Game Expo under the patronage of **His Highness Sheikh Majid Bin**

**Mohammed Bin Rashid Al Maktoum**, Chairman of Dubai Culture and Arts Authority, in conjunction with the Character Dubai and supported by MTV Arabia, Dubai Shopping Festival and Dubai Summer Surprises.

For more details please visit [www.worldgamechampionship.com](http://www.worldgamechampionship.com).

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### **About Index Conferences & Exhibitions Organisation**

Established in January 1991 as a 100% UAE national company, INDEX specializes in organizing international, national and regional medical, scientific and trade conferences and exhibitions. INDEX Conferences and Exhibitions Org Est is a member of the FDI World Dental Federation, International Hospital Federation (IHF) and several other international organizations, with a worldwide network of agents. INDEX also shares a working joint venture with recognized government associations and offers the best of all services with a dedicated and professional team.