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WINNERS OF FIRST ANNUAL ZAM “THE BEST OF PAX AWARDS” ANNOUNCED

MMO Games at PAX Recognized in Five Categories

LOS ANGELES, CA– September 21, 2009 - ZAM, LLC (ZAM) announced the winners of the [First Annual ZAM “The Best of PAX” Awards](#). ZAM is known for its daily MMO gaming news coverage, extensive game data, forums and content. The awards mark the first time the ZAM editorial staff has honored the work of various publishers with such accolades.

“While the focus of PAX has traditionally been on tabletop, PC and console games, MMOs were featured extensively, demonstrating they continue to become more and more popular in the gaming world,” said Andrew “Tamat” Beegle, ZAM’s Editor-in-Chief. “We’re tremendously excited to be able to draw attention to the incredible creativity that publishers are putting into the storyline, features and game play.”

Titles were judged based on their presentation at PAX, game play and overall experience. [Nominees](#) were selected on September 11th to compete in the following categories: Best In Show, Best Presentation, Most Innovative Gameplay, Most Original Setting and Best New Feature. After a week of deliberation the winners have been announced and posted on ZAM.

- Best In Show: Cyptic - Star Trek Online
- Best Presentation: Lucas Arts - Star Wars: The Old Republic
- Most Innovative Gameplay: Cyptic -Star Trek Online
- Most Original Setting: Funcom -The Secret World
- Best New Feature: Flying Lab - Pirates of the Burning Sea

“ZAM has been a hub for all things MMO related for the past decade and we felt that it was time we celebrate the publishers who continue to lead and innovate in the MMO space,” said Ryan Bohmann, President, Content and Development for ZAM. “PAX seemed like the perfect opportunity to draw attention to some of the companies that continue to push boundaries in our space and keep interest in the MMO genre growing.”

ZAM is free to use and has additional premium offerings available to subscribers.

About ZAM

ZAM Media operates the largest and longest running family of sites dedicated to information and community for the Massively Multiplayer Online gamer. ZAM's family of sites currently includes Wowhead, Thottbot, Allakhazam, ZAM, MMOUI and Online Gaming Radio. Its first site, Allakhazam.com was founded in 1999 and serves as the backbone of its community. The ZAM family of sites covers more than 250 titles, such as World of Warcraft, EverQuest II, Warhammer and Final Fantasy XI. ZAM strives to deliver the most engaging sites, message boards and community tools. The sites are serve over 680 million pageviews a month and 17 million uniques across the sites, (January '09, Google Analytics). ZAM continues to put resources behind its content and technology initiatives to maintain its position as an innovative industry leader. With offices in Los Angeles, the company maintains a large network of contributors spread around the country and globe—a network that favors expertise and dedication above location. The company is backed by Goldman Sachs and Oak Investment Partners as well as a number of other investors.

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