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\*\*\*FOR IMMEDIATE RELEASE \*\*\*

## **UK's largest electrical retailer Currys and PC World launches new digital gaming download site**

**- Exclusive games launch offer worth £45 to first ten thousand people who register -**

Dixons Retail – home to the UK's largest electrical retailers Currys and PC World is launching a new digital gaming download site.

From **11.00 am Thursday 18<sup>th</sup> May 2011**, gamers will have access to an impressive download library of over 600 titles – spanning everything from classic old favourites to today's best sellers.

To celebrate the launch of the new service, the retailer is offering exclusively a **FREE gaming bundle** comprising four Games worth up to £45 for the **first ten thousand people** who register at any one of these three download sites: [pcworlddownloads.co.uk](http://pcworlddownloads.co.uk), [currysdownloads.co.uk](http://currysdownloads.co.uk) and [dixonsdownloads.co.uk](http://dixonsdownloads.co.uk).

Customers can choose between two types of gaming bundles: a package containing a selection of games suitable for all the family, and an over 18s bundle comprising a range of challenging action games.

Customers can also take advantage of other great launch offers on site, including **half price on selected games**, and **half price on simulators**.

Chris Rogers, Category Manager of Gaming at Dixons Retail comments: "The new digital download site really enhances our existing gaming offering, which already encompasses the latest and greatest in consoles, gaming computers and hardware for all types of interactive players. With hundreds of games, from platform and puzzlers, readily available at the touch of the fingertips, we're confident that the download site will be hugely popular. "

**ENDS**

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**About Dixons Retail plc:**

- Dixons Retail plc is one of Europe's leading specialist electrical retailing groups. It operates a multi-channel approach to electrical retailing and trades through more than 1,300 retail and online stores, spanning 28 countries and employing nearly 40,000 people. More than 100 million customers shop in-store and online with Dixons Retail plc every year.
- Dixons Retail plc's retail and e-tail brands include PC World, Currys and Dixons.co.uk in the UK and Ireland, Elkjøp in the Nordic countries, UniEuro in Italy, Kotsovolos in Greece and Cyprus, Electro World in central Europe, Greece and Turkey, PC City in Spain and Italy, and Pixmania.com across Europe.
- Dixons Retail plc offers customers a comprehensive range of after sales services, including our national customer support operation for IT and digital technology, KnowHow, which offers telephone and home-based support services throughout the UK. It also runs a multi-brand business-to-business operation in the UK.