**Press release**  Stockholm, Nov 17th. 2010

**New competition to promote browser game Aloriah on the web**

**Swedish game developer Devillusion Entertainment today announced its new competition to promote strategy browser game Aloriah on the web. The participants will eligible to win products from Mionix, the Swedish manufacturer of professional high-end gaming accessories.**

The Aloriah competition runs between November 17th and December 1st. The idea of competition is for Aloriah players to promote the game in different ways, e.g. on blogs, Facebook and with Youtube clips. Ten finalists will be selected and asked to motivate why they like Aloriah. The finalists with the three best answers will win prices from Mionix, the Swedish manufacturer of professional high-end gaming accessories.

- We’re doing this as a fun way of spreading Aloriah to new users on the Internet. Thanks to a close cooperation with Mionix we’re able to offer some really nice prices to the winners, consisting of some of the best gaming gear available on the market, says Jonas Wikberg, Lead Game Designer at Devillusion Entertainment, creators of Aloriah.

*-* As a manufacturer of high-end professional gaming accessories, Mionix is glad to be a part of this cooperation. It gives us the opportunity to reach out to a different type of gamers meanwhile helping to promote a game we enjoy and believe a lot in, says Kalle Conradsson, Marketing Manager of Mionix AB.

All registered Aloriah players can participate in the competition. Winners will be announced on [www.aloriah.com](http://www.aloriah.com/) on Dec 4th. The jury consists of the Aloriah crew. Prices consist of the following Mionix products:

**1st price**1 Mionix Naos 5000 (mouse)   
1 Mionix Keid 20 B (headphones)   
1 Mionix Sargas 460 (mouse mat)

**2nd price**1 Mionix Naos 5000 (mouse)   
1 Mionix Alioth 400 (mouse mat)

**3rd price**1 Keid 20 B (headphones)

**For more info on the competition, terms & conditions and pictures, please visit:**

[www.aloriah.com/browser-game/contest.html](http://www.aloriah.com/browser-game/contest.html)

**For more information, please contact:**

[Jonas Wikberg](http://www.mynewsdesk.com/se/pressroom/devillusion/contact_person/view/jonas-wikberg-9484), Lead Game Designer, Devillusion Entertainment AB, tel +46 8-753 19 70

Kalle Conradsson, Marketing Manager, Mionix AB, tel, +46 470 79 46 14, [media@mionix.net](mailto:info@mionix.net)

**Or visit:** [www.aloriah.com](http://www.aloriah.com/) and [www.mionix.net](http://www.mionix.net/)