

GAME plans to make December 8th a magical day for customers



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Industry: [Computers](#)

Press Release Summary: GAME has announced a range of magical offerings to coincide with the 8th of December, the busiest online shopping day of the year

Press Release Body: **GAME**, the fast growing UK based computer and video games retailer, has announced a range of special promotions to coincide with Monday 8th December, the busiest online shopping day of the year.

The exclusive **GAME.co.uk** offerings will include the **Magic 8 competition**, where eight lucky random customers will win their entire shopping basket for free on the day. Other promotions, conducted in partnership with affiliates, will offer a range of incentives from additional discounts to extra points.

There will also be some for-one-day-only deals which will include some of this year's biggest titles. To find out which products will be in the magical offering check back at **GAME.co.uk on Monday 8th December**.

Alex Croft, managing director of online business, said: *"We're committed to providing our customers with great value in the run up to Christmas. We've been working hard to deliver a range of promotions that gives everyone the chance to pick up some of the must have Christmas gifts at amazing prices. For eight of our customers, they will even get their whole order for free - an early Christmas present from all of us at GAME.co.uk."*

"More and more customers are shopping online," continued Croft. "With a huge range of products and some exciting deals – on popular formats such as [xbox 360](#), [Playstation 3](#) and [Nintendo Wii](#) - we're fully prepared to help customers find everything they need in time for Christmas."

The IMRG, the leading industry body for global e-retailing, is expecting £320 million to be spent online on the 8th December, with the peak between 1pm and 2pm. It forecast that UK shoppers will spend £13.16 billion online in the final quarter of 2008, some £215 each.

This is 15% higher than the same period a year ago, but the growth is down from a 54% rise a year ago.

"Retailers and suppliers will be under extreme pressure to price competitively this year," said **IMRG chief executive James Roper**.

The predictions are drawn from data obtained from 60 UK online retail sites.

About

GAME is a specialist European retailer of PC and video games, video consoles and related accessories. GAME operates from over 1,162 stores, concessions and franchises in the UK, Eire, Sweden, Denmark, Norway, Spain, Portugal, France and Australia. Together with online shopping services, GAME aim to be the destination of choice for every consumer. For further corporate information, log onto www.gamegroup.plc.uk and for the online store, log onto www.game.co.uk.

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