# FOR IMMEDIATE RELEASE

**Media Contacts:**

Allison Conkright

ZAM, LLC

(310) 481-6916

[aconkright@zam.com](mailto:aconkright@zam.com)

**ZAM HIRES JOHN KEEFER AS EDITOR-IN-CHIEF**

*New Editor and Site Redesign Signals Rebirth for ZAM.com*

**LOS ANGELES, CA**– March 1, 2010 - ZAM, LLC (ZAM) the company behind the internet’s largest community of Massively Multiplayer Online (MMO) gamers, welcomes John Keefer, as their new Editor-in-Chief. Most recently, John held the position of Editor-in-Chief at Crispy Gamer and prior to that was the Editorial Director at GameSpy when it was acquired by IGN. He brings a passion for the MMO industry, as well as, over a decade of gaming editorial experience to the ZAM’s family of sites: Wowhead, Thottbot, Allakhazam and MMOUI.

“ZAM is known for its comprehensive databases and as a gamer, Allakhazam, Wowhead and Thottbot, have always been my favorite destinations for in-game data. I welcome the opportunity to meld cutting edge editorial with the extensive search content to keep users engaged on multiple platforms.” said John Keefer, when asked why he joined ZAM. “

Ryan Bohmann, ZAM’s President, Content said, “John has quite a history in the industry and I'm excited what his experience will bring to the team. ZAM.com just unveiled its new look last week, so the addition of John to the team signals a positive rebirth for the editorial direction and standard of ZAM.” With ZAM.com site donning a new, cleaner look and simplified navigation, users will find the content on the homepage has been enhanced and streamlined, allowing users to have a better overall experience. New features on the site include:

* New Overall Look & Feel
* Video Portal including easy access to ZAM’s original web series *The BBF Report*
* MMO Game Release Schedule
* **Condensed News Feed**
* **Menu and Submenu System**

“As industry innovators, it is our goal to keep ZAM constantly evolving and improving. With the changes this week, we are confident that we are providing the community with an enhanced version of a site they already depend on,” said Stephen K. Bannon, CEO of ZAM. “By providing the audience with additional points of engagement such as video, original web series, breaking news and compelling editorial, we are steps closer an MMO entertainment destination that is unparalleled in the industry.

There is no charge to use the ZAM family of sites; however, premium subscriptions are available for $3 per month for users who want access to additional features.

**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 8.6 million uniques across the sites, (January ’10, Quantcast). 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.

###