# FOR IMMEDIATE RELEASE

**Media Contacts:**

Allison Conkright

ZAM, LLC

(310) 481-6916

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

**ZAM AQUIRES TANKSPOT**

*Largest World of Warcraft Strategy Video Site Joins Largest MMO Community*

**LOS ANGELES, CA**– May 11, 2010 - [ZAM](http://www.zam.com), LLC (ZAM) the company behind the internet’s largest community of Massively Multiplayer Online (MMO) gamers, announced the acquisition of [Tankspot](http://www.tankspot.com), the premier World of Warcraft video resource on the web. Established in 2007, Tankspot produces strategy videos that help players overcome the toughest raid encounters World of Warcraft has to offer. “Their concise instructions and unique, understated style has very quickly made them a favorite destination within the World of Warcraft community,” according to Ryan Bohmann, President of Content at ZAM. Tankspot currently boasts over 4 million video views a month and is actively growing.

Patrick O’Callahan, founder of Tankspot, and his staff have been absorbed into the ZAM team and will continue to run the site to ensure that the style and point of view that has attracted so many viewers over the past three years stays consistent. “We're excited for the opportunity to be part of ZAM and we believe this will allow us to bring even better video and news content to the Warcraft community." said Patrick. “We have always strived to put out quality content that resonated with the WoW community and we felt that ZAM’s objectives were in perfect alignment with our own.” Tankspot is already recognized by Blizzard as an official World of Warcraft Fan Site, which is a testament to the level of content that they are producing. All of ZAM’s key properties, [Wowhead](http://www.wowhead.com/), [Allakhazam](http://www.zam.com) and [MMOUI](http://www.mmoui.com) also hold the esteemed distinction of being official World of Warcraft Fan Sites.

“Tankspot is a fantastic addition our company as we continue to increase the features available to our dedicated community,” said Stephen K. Bannon, CEO of ZAM. “As with the rest of our site, Tankspot is authentic and serious and serves the interest and needs of the MMO gaming community.”

There is no charge to use the ZAM family of sites; however, [premium subscriptions](http://www.zam.com/premium.htm) 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 Tankspot. 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.

###