



## ***PES 2009 and S.S. Lazio from virtual to real soccer***

**Milan, December 1<sup>st</sup> 2008** – Signed the agreement between S.S. Lazio and Digital Bros S.p.A., exclusive distributor for Italy of the videogame *PES 2009*, for the sponsorship of the match Lazio-Inter of the 6<sup>th</sup> December 2008.

*PES 2009*, the soccer videogame published by Konami Digital Entertainment GmbH, confirms itself “the most popular in Italy”, reaching the top of the Italian and International sales’ charts. Keeping on the tradition, indeed, also this year PES outclasses the success of the previous editions by registering, after one month from the launch, over 675,000 units sold in Italy only.

Thank to the partnership with S.S. Lazio, *today*, *PES 2009*, reaches a new record: it’s the first videogame which becomes main sponsor of a soccer team for a Series A Championship, going from the virtual to the real fields.

For the 15° championship day, indeed, the Lazio players will wear a very special t-shirt – a real “unique piece” – which will reproduce the brand *PES 2009*.

The collaboration with S.S. Lazio represents an important choice for Digital Bros and *PES 2009*, which opens a new horizon on the soccer world. The details will be revealed during a special press conference which will be held on Friday, December the 5th, at 12 am, at the premises of the sports company in **Formello (RM), in Via Santa Cornelia, 1000**.

### **Press contacts:**

**Digital Bros S.p.A.**  
Press Office – Marta Cozzi  
Tel. +39.02.4130335  
[m.cozzi@digital-bros.net](mailto:m.cozzi@digital-bros.net)

Mirella Villa Comunicazione S.r.l.  
Adriana Liguori  
Tel. +39.02.4980162  
[adriana.liguori@villacomunicazione.it](mailto:adriana.liguori@villacomunicazione.it)