



PRESS RELEASE

DIGITAL BROS: **NEW LICENSE AGREEMENT WITH MEDIASET** **FOR CULTURA MODERNA**

Digital Bros has signed a new license agreement with R.T.I., part of the Mediaset Group, for the development of the videogame of the TV format "Cultura Moderna"

Milan, June 4th 2007 - **Digital Bros**, first player in Italy active in the *digital entertainment* field and listed on the TechStar of Borsa Italiana, **announces to have signed a new agreement with R.T.I., company of the Mediaset Group**, for the license of use of the brand "Cultura Moderna" for the development of the related videogame.

Due to the agreement, signed on last May 21st 2007, **Digital Bros will develop the videogame of the TV format *Cultura Moderna***, which will be realised for PC-DVD and will be delivered in Italy, in the Italian part of Switzerland and in the Vatican City. The videogame's release is expected for September 2007.

This agreement follows two previously signed agreements between Digital Bros and Mediaset, on January and February 2007, concerning, respectively, the TV formats *Lucignolo* and *RIS Delitti Imperfetti*. The videogames on these formats are expected to be released on September 2007 and March 2008, respectively. Regarding *Lucignolo* the game will be for PC-CD, while for *RIS Delitti Imperfetti* the game will be developed for the platforms PC-CD and Sony PlayStation®2. Both titles will be distributed in Italy, in the Republic of San Marino and in the Vatican City.

Digital Bros

Listed on the Milan Stock Exchange since October 2000 and in the TechSTAR segment as from April 2004, Digital Bros is active in the videogames' distribution market since 1989. Today the Digital Bros Group is a *Game Entertainment Company*: the biggest Italian player in the domestic distribution of videogames and one of the leading distributors in the European market.

Pioneer in digital entertainment with a special eye for market trends, over the last few years the Digital Bros Group has undergone a diversification process of the activities resulting in the creation of three specific business areas:

- **Distribution of videogames in Italy:** through the divisions Halifax and DTI and the subsidiaries Game Service and Game Entertainment;
- **International publishing and distribution of videogames:** through the subsidiary 505 Games and foreign branches located in the UK and France;
- **New Media:** through the subsidiary Game Media Networks, active in the production and distribution of entertainment content for the new generation platforms (online gaming, mobile gaming, e-commerce, d-commerce and IP-TV).

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