



PRESS RELEASE

DIGITAL BROS GROUP: 1.000.000 (one Million) UNITS SOLD IN EUROPE FOR COOKING MAMA

*After one year, the videogame for console Nintendo DS™ and Wii™
Cooking Mama went over the 1 Million units sold on the European market, generating
revenues for the Digital Bros Group for over € 14 Million*

Cooking Mama 2 will be ready for early 2008

Milan, December 5th 2007 – It's sales' record for Cooking Mama, the videogame for console Nintendo DS™ and Wii™ which, after one year from its launch, has over gone one Million units sold over Europe, confirming itself the title "revelation of year 2007". Cooking Mama is one of the most important successes of published titles' catalogue of 505 Games of the Digital Bros Group, first player in Italy active in the digital entertainment field and listed on the Star segment of Borsa Italiana.

The revenues for the Digital Bros Group deriving from Cooking Mama sales are more than € 14 Million.

Launched on the European market in September 2006, published and distributed for Europe by 505 Games, the videogame Cooking Mama has reached in very short time the top of the European sales' charts conquering all different players, *casual gamers* as well as *core gamers*. A success typical for the "life simulation" genre, which simulates very easily all day life situations, like, in this case, preparing good dishes and cooking new recipes.

The most awaited sequel Cooking Mama 2 will be available on the European market in early 2008. Following the management forecasts, the agreement with Cooking Mama Ltd. will impact on Fiscal Year 2007-2008 revenues for roughly € 7 Million, sure to repeat the success of the first version.

Due to ELSPA data, the title Cooking Mama for console Nintendo DS™ has over gone in the last week of November 28 thousand units sold to final clients, confirming itself at the 3° place in the UK chart for games Nintendo DS™.

Digital Bros

Listed on the Milan Stock Exchange in October 2000 and on the STAR segment since April 2004, Digital Bros entered the videogames' distribution market in 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).

www.digital-bros.net

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