



## **PES 2009 on the field with the Lazio team**

...at the Olimpico Stadium to enrich the value of soccer

*Rome, December 5<sup>th</sup> 2008* – The S.S. Lazio and Digital Bros with *Pes 2009*, have announced today, during a press conference, held in Formello at 12.00 am, the details concerning the sponsorship in which they're involved.

Aim of this partnership is to spread, especially among the young people, a value shared by both parties: the clean soccer, expressible in fair play and correctness inside and outside the field. These values are already part of the virtual game and the team Lazio and Digital Bros wish to bring them into the field tomorrow night at the Olimpico Stadium in Rome.

*PES 2009* will be main sponsor and "team fellow" of the Lazio team on the occasion of the 15th day of the Series A Championship: the Lazio players, in fact, will wear a *very special* t-shirt, conceived exclusively for this event, which reproduces the brand of PES 2009.

The soccer videogame, PES 2009, published by Konami Digital Entertainment GmbH and distributed in Italy by Digital Bros, reached its eighth edition and continues to collect an enormous success, confirming itself the *most popular videogame in Italy* also for this year.

As game number one in the pleasure charts, PES unites under its flag the most different users. Above all among the young people, PES is a brand universally recognized and appreciated. For this reason, PES 2009, represents the ideal communication and promotion channel to talk to the young people and the most effective partner to support the company S.S. Lazio in the sensitization of the values, which embody the true sporting spirit and which find maximum expression in the articles IV and V of the Olympic Charter:

Art: IV - The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play. The organisation, administration and management of sport must be controlled by independent sports organisations.

Art: V - Any form of discrimination with regard to a country or a person on grounds of race, religion, politics, gender or otherwise is incompatible with belonging to the Olympic Movement.

Two main stars in the soccer field, the real and the virtual one, work together on an initiative to aid, in order to underline the educational and social function of sport, giving continuity to an already existing thought of both.

In fact, on the side of Digital Bros, the idea of sponsoring the match of tomorrow night is born from a project already began last year, when with PES, the worldwide most big soccer t-shirt has been conceived and sponsored. The event, which had celebrated the

release of the game, was born with the aim to collect resources for financing charity enterprises, targeted to promote the positive values of sport.

Equally, since many years the Sporting Company Lazio is active in the promotion of the educational and social function of sport towards the young people. The Lazio team is constantly involved in the "Progetto Scuole" (Schools Project) which foresees the visit of some schools of Rome by the players and the staff of the team. The aim is to test a new educational run, consisting in the promotion and build up of a healthy sporting culture, diffusing and increasing the principles tied to a healthy psychophysical growth, loyal and not violent, which brings up, furthermore, the adults of tomorrow, to respectful behaviours towards the adversary and the institutions. For the seasons subscriptions, furthermore, the company has conceived a free card for 10,000 kids under 14 who will have the chance to see all the home matches of the team.

Right with this partnership fastened to the sponsorship of the t-shirt, the two realities wished to unify their strengths and continue this trend to underline more effectively the values they share.

The special t-shirts worn by the players tomorrow night, will be assigned for a charity initiative and the resources gained will be entirely devolved to finance the project "Casa Mihiri" supporting the work already started by the foundation Lazio Club Onlus: a welcome home in Walahanduwa in Sri Lanka, where several unlucky kids have found a family. The mission is to continue to aid these kids in their studies, contributing to the purchase of the necessary didactic material and give them the necessary tools to hope for a better future.

Claudio Lotito, President of S.S. Lazio S.p.A., stated: *"I'm very happy with this partnership with a brand like PES, notoriously close to the young world but not only. I've always been of the opinion that, in a society where boys lack of solid points of reference, sport and especially soccer, thank to its great media strength, have to transmit the values of solidarity, brotherhood, loyalty and respect for the adversary among youths. Due to this I strongly believe in the youth project and in the project of Lazio in schools, because, through my team, child can be taught to the respect of these values: being champion on the field but as well as in life."*

Raffaele Galante, Chief Executive Officer of Digital Bros S.p.A., stated: *"We are very satisfied with the project fulfilled with S.S. Lazio, who, like us, is convinced that through soccer it's possible to carry out important initiatives for the most poor. The youth are an important patrimony for our society, a basic resource to invest on and it's important to involve them in projects that can awaken them towards who's less lucky. PES is a strong catalyst: it talks to a large and transversal audience which unites not homogeneous realities. Due to this we think that, combine this popular videogame with initiatives that unite in the name of solidarity should be a duty and a natural development of the communication campaign on a videogame, which sponsoring for a first time ever a soccer team, puts itself as driving power of the promotion of the clean values of sport."*

*"Pes 2009 unites"*, means a unique engagement of Digital Bros together with S.S. Lazio to pull down the discriminating barriers, which weaken the sport values, and to combine different voices thank to a unique passion.

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