



PRESS RELEASE

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Joint Venture between Digital Bros and Japan's D3 Publisher

D3DB is the new company born out of the joint venture between Digital Bros and D3 Publisher for the sole distribution rights in Europe, the Middle East, Australia and New Zealand for D3 Publisher videogames

Digital Bros (a company listed on the Nuovo Mercato of the Italian Stock Exchange, TechStar Segment) has announced the foundation of a joint venture with **D3 Publisher**, a Tokyo-based company, world leader in developing and publishing budget-priced console videogames, in particular for the PlayStation 2 (games sold to the public at a price of around 15 Euros).

D3DB Srl is the new company born out of the joint venture between Digital Bros and D3 Publisher, in which both hold 50 % of share capital, for the distribution, in Europe, the Middle East, Australia and New Zealand, of 25 of the titles published by D3 Publisher – titles that fall under the category of budget-priced video games, a rapidly expanding market, seeing as gaming consoles are becoming increasingly mass market. D3DB's strategy is to reach a wide customer base by offering a complete range, highly diversified and exclusive, of 25 titles at low prices over the course of the year.

This new joint venture between Digital Bros and D3 Publisher aims to make them the key player in the budget-price videogame market.

Raphael Galante, Managing Director of Digital Bros, declares: "We are extremely satisfied with the deal struck with D3 Publisher which, by consolidating our presence in a market characterised by high volumes of sales, positions us among the key players in budget products for Playstation 2."

Digital Bros

Listed on the Italian Stock Exchange since October 2000 and in the TechSTAR segment of the Nuovo Mercato since April 2004, the Digital Bros Group has operated since 1989 in the videogame retail distribution sector; in this activity it is the undisputed leader on the Italian market and among the biggest players in the European market.

In 1999, Digital Bros set out on a process of diversification of its activities by creating three new businesses: videogame publishing, a themed digital TV station whose programme schedule is dedicated to videogames 24 hours a day, and online gaming.

Today, therefore, the Group operates in four distinct business areas:

- Videogame distribution: Halifax and DTI (Distribuzione Trade Italia)
- Publishing: 505 Game Street
- Digital television: Game Network TV
- Online Gaming Pay per Play: Game Network Online.

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