



PRESS RELEASE

**DIGITAL BROS: 150.000 copies of Metal Gear Solid 3 “Snake Eater”  
sold on the day of its launch,  
adding up to sales of 6.6 million Euro**

**“Snake Eater”, produced by Konami Corporation and signed by Hideo Kojima,  
comes 4 years on from the launch of “Sons of Liberty”, the second chapter of the popular  
videogame saga that has sold around 5 million copies worldwide.**

**This morning in Milan, at 11.00, the official presentation of the videogame, in the presence  
of Hideo Kojima as guest of honour.**

**Milan, 7 March 2005** – 150,000 the number of copies sold - on the day of its release in Italy - of Metal Gear Solid 3 “Snake Eater”, the third chapter of the popular videogame saga produced by Konami Corporation listed on the NYSE) and distributed on our market by Halifax, the historic division of Digital Bros, and to which the most renowned videogames at an international level owe their success in Italy.

The excellent welcome afforded to Metal Gear Solid 3 “Snake Eater” on the part of the Italian market, for Digital Bros - a company listed on the Techstar of the Italian Stock Market and a European market leader in videogames - translates into a 6.6 million Euro boost for its consolidated revenues for the business year that ends on 30 June 2005.

Metal Gear Solid 3 “Snake Eater”, launched on the market 4 years on from Metal Gear Solid 2 “Sons of Liberty”, which has sold close to 5 million copies worldwide and about 100,000 copies in Italy, marks the return of the popular agent Snake to the Playstation 2, the codename of a US agent who in August 1964 was entrusted with the task of concluding a solitary mission with the aim of uncovering and eliminating powerful weapons of mass destruction.

What lies at the base of the success of this videogame is, primarily (apart from its spectacular graphics and the opportunity for extremely involving interactive gameplay), the skill and “cinematographic eye” of author Hideo Kojima, of international renown and the winner of the main awards of the videogame world for the 3 chapters of the entire Metal Gear Solid saga: Cesa Game Awards (1999), Electronic Entertainment Expo (2000 and 2001), CyPress Award 2002, Best of Games Convention Leipzig (2004).

Hideo Kojima will be in Milan this morning on the occasion of the official presentation of Metal Gear Solid 3 “Snake Eater”, organised by Digital Bros (11.00 - Huis Clos, Corso di Porta Vittoria 5, Milan).

Raphael Galante, managing Director of Digital Bros, declared: “The huge success of the third chapter of Metal Gear Solid confirms, once again, that our Group has developed a vast knowledge of the videogame market and has the capacity to progressively lend value to the partnerships built up over time with the biggest players in this sector on a worldwide level. With this excellent response in terms of sales in just one day, Halifax celebrates 16 years in business, which have seen the continuous strengthening of its presence on the Italian market, to a point where it now has blanket coverage of the large scale retail, DO and retail market”.

**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.

For more information:

**Digital Bros SpA**

Stefano Salbe  
CFO  
Tel. 02/413031

**Mirella Villa Comunicazione Srl**

Tel. 02-4980162  
Mirella Villa / Francesca Baldini  
Cell. 335 7592701 / 335-7357147