



PRESS RELEASE

## **DIGITAL BROS: BENOIT BOUTTE JOINS THE GROUP**

*New assignment for Benoit Boutte, joining the Digital Bros Group as Halifax Managing Director*

*Milan, 6 March 2009* – **Digital Bros** is pleased to announce the entry of **Benoit Boutte in the Digital Bros Group as Halifax Managing Director** with the **responsibility of the Italian Distribution**, including besides the Halifax brand, also the division DTI and the subsidiaries Game Service e Game Entertainment.

With a strong experience of over 14 years in the videogame's industry, nationally as well as internationally, Boutte boasts a worthy professionalism regarding general management, project management, marketing and sales shown while working together with the most popular International videogame publishers. In 1995 he joined the company Coktel SIERRA, transformed afterwards in VIVENDI Games Europe – PARIS, where he had the role of France and Southern Europe Sales Director until the 1998, when he became Managing Director of VIRGIN Interactive Entertainment – PARIS, after having managed the merge of the company with Interplay Productions. Starting from 2000 Boutte gained the role of Managing Director of VIVENDI Games Italia Spa, Italian branch of the Vivendi Group based in Milan, after having managed its start-up.

**Digital Bros** - [www.digital-bros.net](http://www.digital-bros.net)

Listed on the Milan Stock Exchange since October 2000 and in the STAR section since April 2004, Digital Bros was founded in 1989 as a distributor of video games. Today, the Digital Bros Group is a full-fledged game entertainment corporation: the number one games distributor in Italy and one of the leading players in Europe.

A digital entertainment pioneer and a close watcher of market trends, in recent years the Digital Bros Group has diversified into two main segments:

- **Distribution of video games in Italy:** through the divisions Halifax and DTI and the subsidiaries Game Service and Game Entertainment;
- **New Media:** through the subsidiary Game Media Networks, a producer and distributor of entertainment content for new-generation platforms (online gaming, mobile gaming, e-commerce, d-commerce and IP-TV).

For further information:

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