



PRESS RELEASE

**505 GAMES AND MAJESCO ENTERTAINMENT COMPANY SIGN NEW AGREEMENT
FOR ZUMBA® FITNESS 2 AND 12 OTHER TITLES
FOR PAL TERRITORIES**

***Management forecasts revenue impact of
30 Million Euros for the current fiscal year***

Milan, October 26th, 2011 - **505 Games S.r.l.**, a fully owned subsidiary of Digital Bros S.p.A., Italian listed company in the Milan Stock Exchange, and **Majesco Entertainment Company**, International provider of mass market video games, signed an agreement for the manufacturing and distribution of *Zumba® Fitness 2* on Nintendo Wii™, *Zumba® Fitness Rush* on Kinect® for Xbox 360™ and 12 other titles (for PAL territories: EMEA & Australia).

Following the incredible worldwide success of the first *Zumba® Fitness* video game, released on Kinect for Xbox 360, PlayStation Move® Motion Controller, and Nintendo Wii™, both 505 Games and Majesco Entertainment believe in the extremely high potential of this brand. The first *Zumba® Fitness* game gained a great success in Europe and the other PAL territories with more than 1.5 million copies sold since the November 2010 launch, and topping the UK GFX Chart-Track All-Formats chart for thirteen weeks.

The *Zumba® Fitness* video games are inspired by the international phenomenon of the Zumba® dance-fitness program, which pairs easy-to-follow choreographies with contagious international rhythms to create an exhilarating fitness-party. The Zumba® program is available all over the world: more than 12 million people attend live, weekly Zumba® classes across 125 different countries.

Additional Majesco titles to be distributed by 505 Games in the PAL territories include *Hulk Hogan's Main Event*, *Twister Mania™*, *Alvin and the Chipmunks: Chipwrecked* and more.

According to the Digital Bros S.p.A. Management forecast, the International manufacturing and distribution of *Zumba® Fitness 2* and further 12 titles will have an impact on the Group's revenues for FY 2011-2012 of 30 Million Euros.

The sequel to the cutting-edge dance experience, *Zumba® Fitness 2*, will be available in November 2011 for Nintendo Wii and *Zumba® Fitness Rush* on Kinect® for Xbox 360™ will be available in early 2012.

About Digital Bros S.p.A. - www.digital-bros.net

Listed on the Milan Stock Exchange since October 2000 and in the STAR segment since April 2004, Digital Bros was founded in 1989. Digital Bros Group has two major divisions: The Italian distribution through the Halifax brand and other brands as Game Service and Game Entertainment and the worldwide games publishing and distribution through the 505 Games brand and subsidiaries with offices in the UK, France, Spain, Germany, Scandinavia and in the US.

About Majesco Entertainment Company

Majesco Entertainment Company is a leading developer and publisher of video games for the mass market. Building on more than 20 years of operating history, the company is focused on developing and publishing a wide range of casual and family oriented video games on all leading console and handheld platforms as well as online, social networks and mobile devices. Product highlights include Zumba® Fitness, Cooking Mama™, Alvin and the Chipmunks, and Hulk Hogan's Main Event. The company's shares are traded on the Nasdaq Stock Market under the symbol: COOL. Majesco is headquartered in Edison, NJ with offices in San Francisco, CA, Bristol, UK, and a social games

development studio in Foxboro, MA. More info can be found online at www.majescoentertainment.com or on Twitter at www.twitter.com/majesco.

About Zumba Fitness, LLC.

Zumba Fitness is the largest branded fitness program in the world, which blends contagious and easy-to-follow choreographies set to upbeat international rhythms. Coined the "fitness-party," Zumba[®] classes provide an effective total-body workout, which tones and sculpts while burning fat. In 2011, Zumba Fitness celebrates 10 years of changing lives as more than 12 million devotees attend weekly Zumba classes across 125 countries in 110,000 locations. In addition to the original Zumba program, there are now four specialty programs: the Zumba Gold[®] program, a modified version for active older adults; the Zumba[®] Toning program featuring lightweight, maraca-like Zumba[®] Toning Sticks; the Aqua Zumba[®] program, the ultimate "pool party" workout; and the Zumbatomic[®] program, kid-friendly Zumba routines. For at-home fitness, the brand offers the Zumba[®] Fitness Total Body Transformation DVD Set and the cutting-edge Zumba[®] Fitness Exhilarate™ DVD collection; both feature original Zumba[®] fitness music created by award-winning producers. In 2010, the Zumba[®] Fitness Video Game was released on multiple platforms. The brand also offers its colorful and expressive multiseasonal Zumba[®] apparel and accessories collection. With every new project Zumba Fitness undertakes, the mission remains the same – to make instructors successful. For more information or to find a live class, visit zumba.com, and find us on Facebook and Twitter. For approved photography, email pr@zumba.com.

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