



PRESS RELEASE

DIGITAL BROS SELLS 49% OF FUEPS TO DADA

Milan, 12 October 2009 - Digital Bros, company listed on the Star segment of the Italian Stock Exchange (IT0001469995) and active in the "digital entertainment" sector, today signed agreements for the transfer of 49% of Fueps S.p.A. to Dada.

The decision of Digital Bros to hand over its quota of Fueps S.p.A. is part of the Group's strategy to focus on the *core business* of Distribution and International Publishing of videogames.

The transaction provides the acquisition by Dada S.p.A. of the 51% share in Fueps held by RCS Digital and the 49% held by Digital Bros Group. The sale was completed today with the amount of Euro 825,000 paid to Digital Bros in proportion to its own holding. A maximum earn-out of Euro 420,000 comprising 12.5% of the Ebitda recorded in the Fueps S.p.A. financial statements for the years lasting from 2010 to 2014 will also be paid to Digital Bros.

On 26 June 2009, as announced to the market, Dada signed agreements for the purchase of the 51% held by RCS Digital. Subsequently, having established the conditions to acquire the entire share capital of Fueps through one single operation (the 51% held by RCS Digital and the remaining 49% held by the Digital Bros Group), Dada considered it opportune to acquire the entire share capital and therefore full operational control of the company.

Digital Bros - 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 three main segments:

- **Distribution of video games in Italy:** through the divisions Halifax and DTI and the subsidiaries Game Service and Game Entertainment;
- **International publishing and distribution of games:** through the subsidiary 505 Games and direct operations in the U.K., France, Spain, Germany, the Nordic Regions and the USA;
- **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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