



PRESS RELEASE

## DIGITAL BROS: PES 2008 IS GUINNESS FOR UNICEF

*Through the videogame PES 2008 virtual and real world  
meet together for Unicef*

*Guinness World Record to the biggest soccer t-shirt of the world,  
brand PES 2008*

Milan, December 18th 2007 – **Digital Bros**, first player in Italy active in the digital entertainment field and listed on the Star segment of Borsa Italiana, has promoted, together with the videogame publisher **Konami Digital Entertainment**, a beneficent initiative in favour of the project "*Schools for Africa*" pleaded by Unicef.

The videogame **PES 2008** has given its name to the **biggest soccer t-shirt of the world**, which received the assignment of the **Guinness World Record** during an event, held today at the **Arena Civica Gianni Brera of Milan**, organized in cooperation with the **Municipality of Milan** (Council department for Sport and Leisure) and **Unicef**. The amount obtained through the initiative will be entirely devolved for charity for African kids.

The t-shirt which fixed the primacy is wholly *Made in Italy* and measures 5,280 square metres, given from a height of 70 metres and a width of 90 (at the sleeves).

Further, the initiative foresees the realization of a limited number of wearable copies of the t-shirt PES 2008, which will be sold; the amount gained will be devolved for charity.

Through the sale of the first edition of PES 2008 t-shirts, Digital Bros expects to collect an amount of € 10,000, which will sustain the project pleaded by Unicef "*Schools for Africa*".

**Raphael Galante, Chief Financial Officer of Digital Bros S.p.A.** stated: "*The series Pro Evolution Soccer has become a cult in the videogame industry. We are very proud that, thank to the success of this videogame, we have the chance to give a concrete aid, becoming promoters of this initiative which aims to awaken the wide public of passionate – young and less young - of PES, on social and humanitarian themes. The game becomes a mean to improve the world where we live. We thank the Municipality of Milan and Unicef that, together with us, will contribute to realize the project "School for Africa".*

### Digital Bros

Listed on the Milan Stock Exchange in October 2000 and on the STAR segment since April 2004, Digital Bros entered the videogames' distribution market in 1989. Today the Digital Bros Group is a *Game Entertainment Company*: the biggest Italian player in the domestic distribution of videogames and one of the leading distributors in the European market.

Pioneer in digital entertainment with a special eye for market trends, over the last few years the Digital Bros Group has undergone a diversification process of the activities resulting in the creation of three specific business areas:

- **Distribution of videogames in Italy:** through the divisions Halifax and DTI and the subsidiaries Game Service and Game Entertainment;
- **International publishing and distribution of videogames:** through the subsidiary 505 Games and foreign branches located in the UK and France;
- **New Media:** through the subsidiary Game Media Networks, active in the production and distribution of entertainment content for the new generation platforms (online gaming, mobile gaming, e-commerce, d-commerce and IP-TV).

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

For further information:

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