



PRESS RELEASE

DIGITAL BROS: PES 2009 "CHAMPION" OF SALES

After one month PES 2009, the most popular soccer videogame in Italy, reaches the top of the charts with 675,000 units sold (+11% yoy).

As of today the Group has already registered revenues for more than € 25.5 Million.

PES 2009 will be available also on Nintendo Wii™ from March 2009.

Milan, November 19th 2008 – Again this year **PES 2009**, the most popular soccer videogame in Italy, confirms itself the **"number one" title of the world sales charts for the season 2008-2009**. After one month from its launch on the Italian market, PES 2009 has registered a sales "boom", overtaking the success of the previous editions with roughly **675,000 units sold**, exceeding for over 65,000 units (+11%) the sales registered last year during the first month.

PES 2009 is distributed exclusively in Italy by **Halifax, company of the Digital Bros Group**, listed on the Star segment of Borsa Italiana and leader on the Italian digital entertainment field. Till today from its launch **PES 2009 has generated revenues for the Group for over € 25.5 Million**, aligned with the management forecasts regarding the distribution activity and confirms itself the leading title of the Group for the Christmas period.

The game, released in Italy on October 16th, is realized for PC-DVD and for the last generation consoles like Microsoft Xbox 360™, Sony PlayStation®3, Sony PlayStation®2. Furthermore, as of November the 6th PES 2009 is available for the portable console Sony PSP®, while the fans of Nintendo Wii™ will have to wait until March 2009.

Raphael Galante, Chief Executive Officer of Digital Bros, stated: *"We're very proud of the sale success of PES 2009 which confirms itself the best soccer simulation ever carried out and the leading title of our catalogue. The incredible realism and the incomparable gameplay are the winning characteristics of this videogame, the only able to register such a high number of units sold in only one month after its launch, overtaking all the expected results. The National charts report a sales growth of 11% compared to the previous editions, giving therefore a positive message for the whole entertainment market, which shows itself in strong countertendency towards the general market crisis".*

Digital Bros - www.digital-bros.net

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.

Pioneering 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 its 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, France and Spain;
- **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).

FOR FURTHER INFORMATION:

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