



PRESS RELEASE

DIGITAL BROS: NEW SALES RECORD WITH PRO EVOLUTION SOCCER 2010

After a few weeks from launch 725,000 units sold in Italy (+7.5% compared to the edition 2009)

The distribution of the most popular videogame in Italy has generated revenues for over € 26.5 million for the Digital Bros Group

Milan, 17 December 2009 – After less than two months from launch on the Italian market, the new edition of “PES 2010 - Pro Evolution Soccer”, the most popular videogame in Italy, exceeds again the sales record, with 725,000 units sold, 50,000 more compared to the edition 2009 (+7.5%).

The famous videogame confirms itself again as the most awaited title of the season and as an essential point of reference for all the football fans. Thanks to the choices of the publisher Konami, who made this year graphics and game experience even more enthralling collecting suggestions and comments of the fans directly from the online forum. Several novelties characterize the new release of PES: more movements' versatility of the players, game rhythms more dynamic and tight, settings always more realistic, from the facial expressions of the characters to the details of the football field.

PES 2010 is exclusively distributed in Italy by Halifax, division of the Digital Bros Group, listed in the Star section of the Italian Stock Exchange and first player in Italy in digital entertainment.

The videogame launch has generated, in less than two months, revenues for the Group for over € 26.5 million, aligned with the management forecasts on the expected sales proceeds of the distribution activity.

PES 2010 has been released in Italy on October the 22nd for PC, Microsoft Xbox 360™ and Sony PLAYSTATION®3. Furthermore, starting from November the 5th the title is available for Sony PlayStation®2, PSP™ (PlayStation®Portable) and, since nearly one month, also for Nintendo Wii™.

Raphael Galante, CEO of Digital Bros S.p.A., has stated: *“ This year again PES confirms itself as the leading game of our Group worldwide. The edition 2010 includes a series of novelties implemented collecting the suggestions and comments of the fans, who aid to make the videogame more and more unique and involving. The success gained by the distribution of PES 2010 on the Italian market after less than two months leads us to be optimistic regarding the expected sales for the Christmas period: we foresee to exceed any record and therefore consolidate the positive results achieved in the last quarter”.*

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).

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