



PRESS RELEASE

**DIGITAL BROS:  
PES 2008 CONFIRMS TO BE “CHAMPION” OF SALES**

***After less than a month from the game launch, PES 2008,  
the most popular football game in Italy,  
has already sold 610,000 units (+11% compared to the previous year),  
generating revenues for the Group for roughly € 24.4 Million***

***As of January 2008, PES 2008 will be available for the first time on Nintendo Wii™***

***Tomorrow in Milan the official presentation of the videogame***

*Milan, November 21<sup>st</sup> 2007* – Also for this year PES 2008 confirms itself to be the most popular football game in Italy and in the whole world. **After one month from the launch on the Italian market, PES 2008 has already reached 610,000 units sold**, with over 60,000 units more compared to those sold during the first month for the previous edition (+11%) and it aims to become the *number one* title in the sales' charts for 2007-2008.

**PES 2008 is exclusively distributed in Italy by Halifax, division of the Digital Bros Group**, listed in the Star segment of the Italian Stock Exchange and first player in Italy active in the digital entertainment field. The title has been developed for PC and for all gaming platforms, next generation consoles too: Microsoft Xbox 360™, Sony PlayStation® 2, Sony PlayStation® 3, Nintendo DS™. Further, as of January 2008, PES 2008 will be available also for Sony PlayStation® PSP and, for the first time, also for Nintendo Wii™.

**The launch of PES 2008 has generated revenues for the Group for € 24.4 Million, aligned with the management forecasts referring to the distribution activity.**

**Raphael Galante, Chief Financial Officer of Digital Bros**, stated: *"This year again PES confirms itself to be the world leading game. The success of the most popular football game ever played covers also the next generation platforms, i.e. PlayStation® 3, which enhance the quality and performances of PES 2008. We are very satisfied with the success gained in less than one month and we look forward to achieve excellent results during December too"*.

Tomorrow night in Milan, PES 2008 will be officially presented during an event which foresees the participation of Mr. **Kunio Neo**, President of Konami Digital Entertainment GmbH, and of **Gigi Buffon**, testimonial of the videogame.

**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)

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