



PRESS RELEASE

## **DIGITAL BROS: ON THE TOP OF THE EUROPEAN CHART WITH THE VIDEOGAME COOKING MAMA**

***Cooking Mama for Nintendo DS™ has registered a great success  
in Europe with 200.000 units sold***

Milan, May 22<sup>nd</sup> 2007 – **Digital Bros**, first player in Italy active in the *digital entertainment* field, has reached the top of the European chart with the videogame “**Cooking Mama**” for **Nintendo DS™**, published and distributed for Europe through its subsidiary 505 Games.

Released at the beginning of December 2006, *Cooking Mama* has reached the top of the European chart confirming to be the **revelation of 2007**, rising to **over 200.000 units sold** for Nintendo DS™ only. *Cooking Mama* is an innovative game, targeted primarily to women, junior but not only, and designed to best exploit the peculiarities of Nintendo DS™ touch screen. The videogame belongs to the ‘life simulation’ genre – an increasingly popular style of videogame where real-life activities, such as preparing gourmet meals, are simulated during the game.

A similar success is foreseen for the version of **Cooking Mama for Nintendo Wii™**, too, which has been released over Europe on last May 11<sup>th</sup>, 2007.

The revenues deriving from *Cooking Mama* are part of the estimated budget stated by the management of the Group on March 28<sup>th</sup>, 2007: consolidated revenues at € 125 million and EBITDA at € 10.3 million.

### **Digital Bros**

Listed on the Milan Stock Exchange since October 2000 and in the TechSTAR segment as from April 2004, Digital Bros is active in the videogames’ distribution market since 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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