



PRESS RELEASE

DIGITAL BROS LANDS IN THE USA AND LAUNCHES WORLDWIDE "HOTEL FOR DOGS", FIRST TITLE FOR 505 GAMES US

**Over € 6 Million Revenues forecasted in FY 2008-2009 for the distribution of
the title inspired to the most awaited DreamWorks Pictures film**

**As of January 2009 the videogame will be available over the world
for the consoles Nintendo Wii™, DS™ and PC.**

Milan, November 25th 2008 – **The Digital Bros Group**, listed on the Star segment of Borsa Italiana and active in the Italian digital entertainment field, **announces the start of the activity on the American territory through its subsidiary 505 Games US Inc. with the worldwide launch of the first title, "Hotel for Dogs"**, born from the license of the homonymous DreamWorks Pictures film distributed by Paramount Pictures.

Established in May 2008, **505 Games US Inc.**, division of 505 Games S.r.l. and subsidiary of the Digital Bros Group, based in Los Angeles, is born as videogame publisher and distributor on the American market. **Hotel for Dogs is the first videogame published and distributed by 505 Games US Inc. and will be launched worldwide as of January 2009**, simultaneously to the release of the film in the United States. The videogame will be available for Nintendo Wii™ and DS™ and for PC and will arrive in Europe in February 2009.

The value that, following the forecasts of the management of the Digital Bros Group, will derive from the distribution of "Hotel for Dogs" and impact on the FY 2008-2009 revenues is higher than € 6 Million.

The start of the activity on the American territory through the subsidiary 505 Games US Inc. represents the first important step of the Digital Bros Group in the internationalization run outside the European market, where it's already active with the headquarters of London, Lyon and Madrid.

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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