



DIGITAL BROS CONCENTRATES ON ENTERTAINMENT THROUGH NEW MEDIA

The creation of the Game Media Networks, a company dedicated to the production and distribution of digital entertainment content for Television, Internet and Mobile Platforms.

In line with the strategic plan of Laurent Malek, the transformation of the Group's television channel from a promotional TV channel to a commercial TV channel has begun, with the objective of offering entertainment related television programs.

Milan, September 15, 2005 - Digital Bros, the Italian company listed on the TechSTAR exchange of the Italian Stock Market which works in the digital entertainment sector announces the creation of Game Media Networks, a company entirely controlled by the Group, with the objective of concentrating and developing their production and distribution activities on digital entertainment for Television, Internet and Mobile Platforms. The Game Media Networks activities will significantly expand the field in which it has operated up to now with the Game Network and Game Network On Line, in order to cover the wide range of entertainment through all the available means of modern technology and communications: digital pay / IPTV and free TV, MHP contents, on-line gaming and mobile gaming, e-commerce and d-commerce.

Accordingly, the organizational structure of the Digital Bros Group is now set up to operate in an efficient and synergistic manner in 3 distinct areas of business: "traditional" distribution of videogames on the Italian market (through Halifax and DTI); "traditional" distribution of videogames on the international market (through 505 Game Street); production and distribution through innovative content channels related to entertainment (through the new Game Media Networks).

The newly appointed CEO of Game Media Networks is Laurent Malek, who joined the Digital Bros Group last July after being the managing director of Walt Disney Television Italia, with the goal of enhancing his successful ten year career in the field of television. Laurent Malek together with Sem Moioli – Content Director for Game Media Networks - have strengthened the team that will focus on the activities of the new company, with the hiring of three professionals to the Group that have notable experience in the world of digital and TV entertainment. Donatella Sartori, responsible of original productions; Giambattista Bianchi, responsible for programming; Gilberto Barbicinti, responsible for e-commerce, d-commerce.

Donatella Sartori has many years of experience in the area of television original production, initially gained at Mediaset, and then as an independent producer. Giambattista Bianchi participated as executive producer for the launch of Disney Channel Italia, and was then programming director for 24 Ore TV and more recently, managing director of the Sailing Channel. Gilberto Barbicinti has four years experience in CTO, where he was online gaming manager.

In line with Laurent Malek's strategic plan, the business model of the Game Network's television activities up to this point has also been redesigned. The strategy of the Digital Bros Group is to

transform their promotional TV channel into a commercial TV channel and/or contents by offering entertainment related television programs. In keeping with this choice, Digital Bros has stopped transmission of its television signal on Sky channel 816, which is no longer part of its strategic direction. Resulting from this, the Group can also benefit from a savings of 700,000 Euro per year, with 300,000 Euro already coming from this move.

Digital Bros

Listed on the Stock Exchange in October 2000 and on TechSTAR of the Nuovo Mercato in April 2004, the Digital Bros Group has been operating since 1989 in the videogames distribution sector. Today it is absolute leader in that activity in the Italian market and among the top players in Europe.

In 1999, Digital Bros initiated a process to diversify its activities by forming new businesses areas: videogames publishing, the production of tv programs related to videogames, and online gaming activity.

Today, therefore, the Group operates in three distinct business areas:

- Videogames distribution: Halifax and DTI (Distribution Trade Italia)*
- Publishing and international distribution of videogames: 505 Game Street*
- Production and distribution of digital entertainment for tv, internet and mobile.*

For more information:

Digital Bros SpA

Stefano Salbe
CFO
Tel. 02/413031

Mirella Villa Comunicazione Srl

Tel. 02-4980162
Mirella Villa / Francesca Baldini
Cell. 335 7592701 / 335-7357147