



Press Release

Société Générale converted today the total convertible bonds issued by Digital Bros S.p.A. on July 31st, 2002

Milan, 30 June 2005 – Société Générale, has converted today the total remaining convertible bonds issued by Digital Bros on July 31st, 2002.

Société Générale has converted n.1,370 bonds of total value of 1,370,000 Euro into 385,915 Digital Bros new ordinary shares corresponding to 2.73% of the share capital post conversion.

The original total amount of the convertible Bond was 4 million Euro, after the actual conversion it has been fully converted and Digital Bros ordinary shares have increased to 14,110,837.

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 three new businesses: videogames publishing, a thematic digital TV channel that broadcasts videogame-dedicated programming 24 hours a day, and online gaming activity.

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

- Videogames distribution: Halifax and DTI (Distribution Trade Italia)
- Publishing: 505 Game Street
- Digital television: Game Network TV
- Pay-to-Play Online Gaming: Game Network Online.

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Contact:

Digital Bros SpA
Stefano Salbe
CFO
Ph. +39.02/41.30.31

Mirella Villa comunicazione Srl
Mirella Villa/Francesca Baldini
Ph +9 02 4980162
Mb +39 335 7592701