



PRESS RELEASE

DIGITAL BROS SpA: Halifax has signed an exclusive distribution agreement with LSP., French publisher of video games and interactive products for the retail market.

Digital Bros will distribute in the Italian market videogames with important popular and international licenses.

Milano July 1st 2003 – Digital Bros, digital entertainment Group listed on the New Market of the Italian Stock Exchange, has signed an exclusive distribution contract for the Italian market with LSP, French publisher of video games and interactive products for the retail market.

Digital Bros, through its Halifax division, will manage the launch in the Italian market titles developed with important international licenses well known by the mass market.

Thanks to the close collaboration with Hollywood majors to publish games based on popular and international licenses, LSP has an important catalog that Halifax will distribute in the Italian territory. Halifax will localize, market and exclusively distribute LSP games for console and PC CD-ROM.

Within the following months Halifax will distribute strong kids licenses for PlayStation 2 and PlayStation, *Sitting Ducks*, videogame inspired on the Television cartoon show actually with record share on Italia1 and a PC CD-Rom game, *Dead to Rights*, an intense, action thriller that has definitely made its mark in the video game world on other platforms.

Raphael Galante, CEO, Digital Bros S.p.A., commented:

With LSP games Halifax enriches its catalog with games destined to a vast and heterogeneous public. LSP games are positioned as the perfect media to realize a strategic convergence with cinema, videogames and TV series thanks to the success of the cartoons.

The **Digital Bros** Group has been listed on the New Market since October 20, 2000. It is one of the first companies in Europe to offer a complete range of Digital Entertainment produced and distributed on-line (Internet), on-air (Digital Satellite TV) and off-line (sale of video games to retailers).

Founded in 1999, **L.S.P.** is a publisher of video games and interactive products for the retail market. L.S.P. creates its own game universes and characters but also works in close collaboration with Hollywood majors to publish games based on popular and international licenses. L.S.P. has published more than 50 successful titles such as: *Gremlins™*, *Antz™*, *'Gold and Glory: the Road to El Dorado'™*, *Inspector Gadget®*, *CT Special Forces*, etc.

L.S.P. has its offices in Marseille, and its products are distributed throughout the world.

In 2003, L.S.P. will be present on most interactive leisure media: PC, Game Boy™ Advance, PlayStation®, PlayStation®2, and Xbox™.

L.S.P. is currently working on such major franchises as Universal Studio's hit TV Series *The Mummy Animated* and *Sitting Ducks*.

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