



Laurent Malek joins the Digital Bros Group

The French manager, known in Italy for crafting the success of the Disney Channel, will act as a strategic consultant for all Digital Bros Group activities.

In the role of Managing Director of Game Network, his goal will be to enhance the attraction and awareness of the Digital Bros TV channel

Milan, 4 July 2005 - Digital Bros S.p.A., leader in the field of “digital entertainment”, listed on the techSTAR section of the Italian Stock Exchange, has announced that prominent French manager **Laurent Malek** has joined its Group. Mr. Malek is best known for crafting the great public success of Disney Channel, Disney Channel+1, Toon and Playhouse Disney and the Disney production on Free TV, in his role as **managing director of Walt Disney Television Italy** (from 2000).

Laurent Malek will be strategic consultant to the Digital Bros Group and managing director of Game Network, the wholly-owned subsidiary of Digital Bros S.p.A. that operates the TV channel viewed on channel 816 of Sky.

"With his thorough knowledge of our referenced target—children and families—and the great potential of the television medium, Laurent will be a major asset to our senior management team and a source of value added for all Digital Bros Group activities," noted **Raphael Galante, managing director and founder of the Group**. "Laurent shares with us the awareness that the world of digital entertainment is no longer just 'for kids' but increasingly frequented by adults. We wish to seize together the growing market opportunities presented by this transformation."

"The videogames industry is growing rapidly around the globe, and after the experience gained with major multinationals, I am truly prepared to undertake this new development challenge. This is a business that fascinates me and, I feel, is one of the principal markets of the future for the new digital age," **Laurent Malek stated**.

Game Network TV, created da Digital Bros in 1999, has rapidly established itself as the first thematic digital Italian TV channel in the realm of videogames. It broadcasts via satellite 24 hours a day on SKY (channel 816). In his role as managing director of Game Network, Laurent Malek will devote his efforts to enhancing the attraction and notoriety of the TV medium, with the objective of making it a point of reference for videogamers in the TV world.

Laurent Malek

After acquiring an MBA from the Boston University Graduate School of Management, Laurent Malek began his professional career in New York with the Philip Morris Group of Companies. He was assigned to roles of increasing responsibility in international marketing at Philip Morris and at the Walt Disney Company.

Laurent Malek has ten years of experience in the television universe (pay and free) in France and in Italy. Nominated marketing director of Disney Channel France in 1996, he helped launch the second Disney channel in Europe and build the brand image and success of the Disney Channel in terms of subscribers and viewership. Before his arrival in Italy five years ago, he also served Walt Disney International as vice-president of marketing for France and Benelux.

In 2000, he was named managing director of Disney Channel Italia Sarl (today Walt Disney TV Italia), which includes the Disney Channel, Toon and Playhouse Disney multiplex and Disney-made productions aired on Free TV. In only five years, Laurent increased Disney Channel subscribers from 100,000 to over three million, making it the no. 1 channel for children and families in terms of viewership. This year he also launched the multiplex with new channels Toon Disney and Playhouse Disney and with the Publishing division of Disney created the Disney Channel Magazine, the first in the world.

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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