

PRESS RELEASE

**Strategic alliance between the RCS Group & Digital Bros:
the first Italian online entertainment portal is born**

**The joint venture will be controlled by RCS Group (51%) and Digital Bros
Group (49%)**

Total investment between €1.5 and 2 million

Milan, November 11th, 2006 – **Digital Bros**, an Italian digital entertainment company listed in the TechStar segment of the Milan Stock Exchange, signed an agreement today **with the RCS Group for a joint venture** in the online entertainment sector.

The joint venture (“JV”) will be 51% controlled by RCS Quotidiani Spa (a subsidiary of RCS MediaGroup) and 49% by Game Media Networks (a wholly owned subsidiary of the Digital Bros Group). The primary focus will be the creation, management and development of an online game channel for the RCS Group’s information portals.

The partnership blends the Digital Bros Group’s years of expertise in the digital entertainment sector and in online games with the visibility of the internet portals belonging to RCS Quotidiani, leader in online information. The new portal will have more than nine million unique users that each month access www.corriere.it and www.gazzetta.it.

The game portal will make it possible to:

- play the games available in an extensive catalogue, including Italian exclusives, both online and via mobile phones;
- purchase online computer games both in their traditional format (dvd) and as downloads, choosing from a vast array of about 4,000 titles;
- access information about the world of online games and computer games.

The **total investment will be between €1.5 and 2 million**. This amount will be included in the Group’s 2006-2007 (July 1st, 2006-June 30th, 2007) forecasts.

Raphael Galante, Digital Bros’s Managing Director, commented: “ *The agreement with RCS will give a strong push to an area of business – precisely games online – in which our company has always believed and in which we have been investing for more than ten years. Thanks to the synergies that will be generated by the alliance between one of Italy’s most important publishing groups as well as online information providers, and our Group, the Italian point of reference for the videogames market, today the first Italian aggregate dedicated to online entertainment is born. Italy is paving the way for a new business model that we intend to export to all of the European countries*

in which we operate”.

Digital Bros

Listed on the Milan Stock Exchange since October 2000 and in the TechSTAR segment as of April 2004, the Digital Bros Group is the largest video game distributor in Italy and one of the leading distributors in the European market.

In 1999, Digital Bros began to diversify into new areas of business: video game publishing, the production of game-related television programs, and online gaming.

Today the Group operates in three distinct areas of business:

- Distribution of video games in Italy: Halifax, DTI and Game Service*
- International publishing and distribution of games: 505 Games S.r.l. and DB France S.a.r.l.*
- Production and distribution of entertainment content for television, Internet and mobile phones: Game Media Networks.*

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