



PRESS RELEASE

DIGITAL BROS SpA: Halifax has signed an exclusively agreement with Ascaron Entertainment (UK) Ltd. regarding the distribution in Italy of the videogame *Port Royale: Gold Cannons & Piracy*.

Digital Bros, digital entertainment Group listed on the Nuovo Mercato of the Italian Stock Exchange, has signed an agreement with Ascaron Entertainment (UK) Ltd., regarding the exclusive distribution in Italy of the Pc Cd-Rom videogame *Port Royale: Gold Cannons & Piracy*.

Thanks to this agreement, Digital Bros, through its Halifax division, will manage the launch of *Port Royale: Gold Cannons & Piracy* in the next autumn, a RTS trading simulation set in the Caribbean during the 16th Century. The game allows the player to buy and sell commodities in genuine real time market conditions.

Halifax will control the marketing and localisation activities and, furthermore, will manage the Italian distribution of the title to retail.

This title has been a commercial success in the rest of Europe and it has won great consideration from the specialist press. *Port Royale: Gold Cannons & Piracy*, which is now under a localisation process to adapt manual and in-game text to the Italian language, enables Halifax to enlarge strategically its portfolio of Pc titles in the Italian Pc videogame market.

Roger Swindells, Managing Director of Ascaron Entertainment (UK), said:

“Ascaron UK has already been working closely with many partners around Europe and further afield with various titles. This agreement takes *Port Royale* into it's 16th language version.”

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 multi-media products to retailers).

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Press Enquires:

Digital Bros SpA
Alessandro Gelmi
a.gelmi@digital-bros.net
Ph. +39.02.41.30.31

Ascaron Entertainment UK:
Roger Swindells
r.swindless@ascaron.com
Ph. +44.1675.433222
Fax: +44.1675.465570