



Press Release

Digital Bros SpA – Artifact Entertainment

Online Gaming:

Digital Bros has signed an exclusive agreement for the European market with Artifact Entertainment

Digital Bros has acquired the European online hosting rights for *Horizons: Empire of Istaria*, the next-generation 3D online epic adventure; the most anticipated online game among European players

The game will be launched during 2003 with an estimated 120.000 European subscribers in the first three months. Expected revenues to reach 15 millions Euro over the life of the contract

Milan, March 20th 2003 – Digital Bros, a digital entertainment Group listed on the Nuovo Mercato of the Italian Stock Exchange, has signed an exclusive agreement with Artifact Entertainment, a leading American developer of online interactive entertainment environments and revolutionary Massively Multi-Player Online gaming technologies, to acquire the rights for the European market of *Horizons: Empire of Istaria*, a next-generation massively multiplayer online role-playing game.

This agreement, with a duration of 18 months renewable for a further 12 months, grants Digital Bros the exclusive European rights for the managing of the online component of the game. Digital Bros joins NCSOFT, the Korean online giant that will manage the game in Asia, as part of the worldwide hosting of *Horizons*. Artifact Entertainment will oversee the North-American operations, which gives *Horizons* a strong presence in every major online market.

Horizons is a next-generation online 3D epic adventure, which allows its users, through a monthly subscription fee, to interact with thousands of other players through dedicated servers. The *Horizons* game world is overseen by Artifact's Creative Director and Co-President David Bowman, well known for his work as the former Creative Director of the Asheron's Call series, one of the most successful online game franchises world-wide.

Digital Bros, through its subsidiary Game Network, will manage the beta testing phases and the launch of the commercial service in the European Market, expected before the end of 2003. In order to establish and to develop one of the biggest online gaming communities in Europe, Digital Bros will pursue a promotional and hosting strategy targeted at all European territories.

Digital Bros management forecasts 120.000 paying users in the first three months after the launch of the pay-to-play service and revenues of 15 millions Euro over the 18 month duration of the contract. These projections fit into the long-term business plan approved in October 2001; the agreement with Artifact Entertainment represents a further step forward to achieve the established budget target.



Raphael Galante, Managing Director, Digital Bros SpA, commented:

“Digital Bros was the first in Europe to launch a multiplayer pay-per-play online gaming service targeted exclusively at the European Market. During the last two years, Digital Bros has developed a strong know-how, obtaining significant results in connection to the effective market growth. This agreement with Artifact Entertainment, considering the high profile of the project and the big expectations among the gamers, will position Digital Bros as one of the key players in the online gaming European market. *Horizons* is set to become one of the top three most successful online games in Europe”.

“Managing the in-game experiences for *Horizons* in the European market is a critical task.” said David Bowman, Creative Director and Co-President, Artifact Entertainment, Inc. “From my experience in managing the in-game experience in other massive online projects, and the successful work done by the Artifact team to make this agreement happen, I am confident Digital Bros will impress our European audience. Artifact Entertainment is excited to work closely with Digital Bros to create the best in-game experience available in any massively multiplayer product.”

About Artifact Entertainment

Artifact Entertainment, Inc. is a privately held developer of Online Interactive Entertainment Environments and revolutionary Multi-User Networked Simulations for the gaming and military communities. Artifact strives to provide quality entertainment experiences using superior technology, proven design methods, broad market appeal, customer satisfaction and the highest quality staff. Artifact is currently developing a next generation fantasy based Massively Multiplayer Game called "Horizons: Empire of Istaria". More information on Artifact Entertainment, Inc. can be found at <http://www.artifact-entertainment.com> or requested by emailing press@artifact-entertainment.com.

About Digital Bros

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 videogames to retailers).

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