



PRESS RELEASE

Milan, 6 December 2004

DIGITAL BROS: over 100.000 copies of WWE Smackdown vs Raw sold

In less than 1 month, the wrestling videogame
has generated revenues for over 4 million Euro

WWE Smackdown vs. Raw, videogame dedicated to the spectacular world of wrestling, has reached in less than 1 month sales for over 100.000 copies for the sole PlayStation 2 version.

Exclusively distributed in Italy by Halifax, Digital Bros Group, last 12 November, WWE Smackdown vs. Raw has exceeded all sales expectations by far: the previous version launched in the same period last year sold around 30.000 units.

The launch of WWE Smackdown vs Raw has generated revenues for over 4 million Euro. We would like to highlight that Digital Bros communicated last August the following expected figures for the 2004/2005 periode fiscal year (which ends next 30 June 2005): turnover equal to 87,1 milion Euro, EBITDA at 7,4 million Euro, EBIT at 5,3 million Euro and net profit of 1,8 million Euro.

"We are very satisfied with the result obtained by this videogame", has declared **Raphael Galante, CEO of Digital Bros S.p.A.** "Wrestling has now become a huge phenomena which is experienced by the final consumer as pure entertainment and not just as a sport; WWE Smackdown vs. Raw has been able to recreate and masterfully interpret all the aspects of this fascinating world into a videogame. The sales record which have been registered in less than one month confirms the high professionalism of our sales and marketing structure, which is highly capable to catch every trend so to respond to the market needs and trends.

Digital Bros

The Digital Bros Group operates in the national videogame distribution sector since 1989 and is currently market leader. In 1999 a new process of diversification of activities started thanks to the constitution of three new businesses: videogame publishing, a dedicated digital TV which broadcasts 24 hour a day contents exclusively dedicated to videogames and an online videogaming activity. The Group is listed at the stock exchange since October 2000 and at the TechSTAR of Nuovo Mercato since April 2004.

The Group operates in three distinct business areas::

- Publishing and distribution of videogames: Halifax*
- Digital Television: Game Network Digital TV*
- Online Gaming Pay per Play: Game Network Online*

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