



PRESS RELEASE

Milan, 29 November 2004

DIGITAL BROS: over 400.000 copies of Pro Evolution 4 sold

**In just one month, the football game
has generated revenues for over 16 million Euro**

Pro Evolution Soccer 4, the football videogame for Playstation 2, PC CD-Rom and for the first time ever on Xbox, has reached sales for 400.000 copies. Exclusively distributed in Italy by Halifax, Digital Bros Group, Pro Evolution Soccer 4 has surpassed all sales records ever, becoming the Christmas 2004 best seller.

Pro Evolution Soccer 4 launch has generated revenues for over 16 million Euro. Digital Bros has communicated last August the following expected figures for the 2004/2005 periode fiscal year (which ends next 30 June 2005): revenues at 87,1 million Euro, EBITDA equal to 7,4 million Euro, EBIT at 5,3 million Euro and Net Profits of 1,8 million Euro.

Pro Evolution Soccer 4 Playstation 2 version, was first introduced into the Italian market just over one month ago, last 15 October. Since 19 November for the first time ever is also available the new version for Xbox.

Thanks to the Xbox Live service, Pro Evolution Soccer 4 also allows players to experience on-line matches in real time against the many fans of the series from all over the world. Pierluigi Collina, Francesco Totti and Thierry Henry are three world famous testimonials which have contribute towards the huge success of Pro Evolution Soccer 4.

“ The results we have attained with Pro Evolution Soccer 4 – has declared **Raphael Galante, CEO of Digital Bros S.p.A** – confirm how this game has now become the point of referral for the videogame market. In addition to this the success of sales has also prized the great work of our sales & marketing structure, and our synergies with Game Network, our digital TV channel, which is an effective promotional tool for our videogames”.

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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