



PRESS RELEASE

DIGITAL BROS: NCsoft announces the Italian distributor

NCsoft™ Europe, the newly created subsidiary of the world's biggest online games company, NCsoft Corporation (www.ncsoft.net), has today announced initial details of its European distribution network in preparation for the release of its first titles into the European marketplace.

In Italy, NCsoft Europe has entered into an agreement with Halifax, Digital Bros, leading Italian videogame distributor.

Max Brown, sales director at NCsoft Europe, said: "Our distribution partner will bring experience, dedication and enthusiasm to our business. Halifax is the local expert and we will be relying on it to maximise its contacts in the retail channel on our behalf. As our business grows, we will be expanding our distribution network into the rest of Europe."

NCsoft announced the launch of its new European subsidiary in July. It has already successfully established itself in Korea, North America, Japan, Taiwan, China and Thailand. The launch of its European company takes NCsoft one step closer to constructing a global network for online game services.

NCsoft is planning to launch Lineage II in Europe by the end of 2004, with City of Heroes and Guild Wars set to follow in 2005. After that, the company will continue to service new games with the objective of establishing itself as a leading online game company in the European region by the end of 2005. The capacity of the online game market in Europe is expected to reach about \$3 billion US this year, and in 2005 it is expected to exceed \$5 billion US.

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 video games to retailers).

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