



## PRESS RELEASE

### **Fueps.com (Faccio l'Ultima E Poi Smetto), new online gaming site**

*The site entirely dedicated to games is born today but already counts 35 thousand users, registered during the beta phase.*

*The offer of Fueps.com includes also a section wholly dedicated to downloads, one dedicated to e-commerce and one entirely for mobile games.*

**Fueps.com** is the new vertical site dedicated to the videogames' world created by *RCS DB Games*, joint venture born between **RCS Digital** (the company dedicated to the management and development of the publishing activities of RCS on digital media) and **Digital Bros** (company active in the digital entertainment field on and offline).

**Fueps**, which stays for **Faccio l'Ultima E Poi Smetto** (I do the last and quit), is a site dedicated to the passionate gamers, which offers together with a wide range of quality titles an innovative community and score chart system aimed to enrich the online gaming experience and transform it into extremely involving.

With over 100 games, singleplayer e multiplayer, Fueps' catalogue embraces action games, word games, from playing cards to billiards, to puzzle games. Fueps proposes its games through an intuitive level design mechanism: the user may access right from the beginning to more than the half of the games, for the others he has to pile up a certain score amount, which he gains through playing. In order to not loose the acquired scores a free login to the site is requested. Once registered, the player joins the charts, he may create his own avatar and even buy his own house in Fuepslandia – the virtual city of Fueps – spending part of the accumulated scores.

Fueps.com offers also a rich **shopping online** section where the videogames' passionate can choose among roughly three thousand games for all **consoles** (from the most old to the new generation ones) and for **PC**.

And for who is interested in **downloadable games** on his PC there is a dedicated section with over thousand games to buy, after a free test period .

Finally the offer is completed with a rich section for **mobile games**, going from the classic Pac-Man to the more recent MotoGp 3.

In fact Fueps.com consents to the digital entertainment passionate to always carry his game with him: on the Internet, on Pc, on consoles and even on the mobile phone.

The beta version of Fueps, online as of May 2007, has already gained only through mouth to mouth over 35 thousand registered users, generating 2 million page views; two thousand are the houses already constructed in Fuepslandia.



RCS DB Games' site, investing on an advanced offer, complete and strongly community oriented, joins a very interesting market.

Estimations state that there are more than 200 million "casual gamers" worldwide, that means players of those games which, for the simple rules and the high involvement, push everyone to begin. In Europe the 30% of the on line population plays on the Internet, in Italy one estimates that the percentage is over the 20%, equivalent to roughly 5 million persons. The online gaming attracts a more grown-up community (18-44 years old) if compared to the traditional videogames' channels, and the 50% of the registered users declares to be female (Sources: Comscore 07/2007 and NNR 05/2007).

To sustain the launch of the new site, RCS DB Games has realized with the agency The Beef an advertising campaign planned on the RCS print magazines.

Campaign credits: Claudio Botta (Art Director), Antonio Briguori (Copy), Paolo Spadacini (Photographer).

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**For further information.**

**Press office RCS Digital:**

Francesca Marzotto - Tel. +39.02.2584.4111 - Cell. 335.5997198 - francesca.marzotto@rcs.it

**Press office Digital Bros:**

Marta Cozzi - Tel. +39.02.4130335 – m.cozzi@digital-bros.net