



PRESS RELEASE

DIGITAL BROS: Halifax has signed an exclusively agreement with SG Diffusion, French videogame publisher and distributor

Digital Bros, digital entertainment Group listed on the Nuovo Mercato of the Italian Stock Exchange, has signed an agreement with SG Diffusion, French videogame publisher and distributor.

Thanks to this agreement, Digital Bros, through its Halifax division, leading company in the Italian videogame market, will manage for exclusive the launch of WWF Panda Junior, an educational title for PC licensed by WWF.

Halifax will control the marketing and localisation activities and, furthermore, will manage the Italian distribution of the title to retail. WWf Panda Junior is a title developed in co-operation with WWF scientific experts, targeted at a children audience who will be able to discover the African eco-system through interactive and multimedia contents.

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 multi-media products to retailers).

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