



PRESS RELEASE

DIGITAL BROS SpA: Yu-Gi-Oh! videogame confirms itself as success of the year: over 100.000 copies sold.

The launch of the series has generated revenues of around 3.4 million Euro

Six new titles are to be released within the first six months of 2004

The Yu-Gi-Oh! videogames series, based on the collectable cards and distributed exclusively in Italy by Halifax, Digital Bros division, has sold over 100.000 copies in 2003.

The success of this series, which has the added value of an exclusive synergy between collectable cards, TV cartoons and videogames, has now taken place in Italy. Inside the videogame packaging, consumers can find special limited edition cards which are necessary to complete the collection. The game follows closely the story of the TV cartoon which is broadcasted every day on Italia 1, with an average audience of 1.8 million spectators.

The launch of the YU-Gi-Oh! series has generated revenues of around 3.4 million Euro, contributing to the attainment of the company's revenue objectives.

Six new titles based on the TV cartoon are to be released in the first six weeks of 2004 and for the first time Yu-Gi-Oh! will be featured on PC and on the Playstation 2 console. Contemporaneously new collectable card packs will be released and unseen episodes of the TV cartoon will be broadcasted as a confirmation of the strong and continuous expansion of the Yu-Gi-Oh! phenomenon.

"The Yu-Gi-Oh! phenomenon originated in Japan but soon confirmed itself in the rest of the world as well – commented Raphael Galante, Managing Director, Digital Bros – selling, also thanks to the immediate success of the cartoon and the TV series, 8 million copies and exceeding the success of Pokémon. Even in Italy – continues Galante – the series has had a great reception from the audience and we are expecting important results from the new and imminent titles of the series."

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 videogames to retailers).

Milan 17th December, 2003

Contact: Digital Bros SpA
Alessandro Gelmi
Ph. +39.02.41.30.31

Barabino & Partners
Luca Barabino
Luca Brusadelli
Ph. +39.02.72.02.35.35