



Press Release

DIGITAL BROS SpA: Halifax has signed an exclusive distribution agreement with SEGA Europe Ltd., world-wide leader in interactive entertainment.

Digital Bros, digital entertainment Group listed on the New Market of the Italian Stock Exchange, has signed an exclusive distribution agreement for the Italian market with SEGA Europe Ltd, leading videogame developer and publisher renowned world-wide for its successful quality titles.

Digital Bros, through its Halifax division, will manage the Italian launch of SEGA's portfolio including its most expected titles for all console platforms: new editions of best-seller franchises like Virtua Fighter™ 4 EVOLUTION and Sonic Adventure™ DX will be available for the next generation consoles. SEGA, which is a world-wide leader in interactive entertainment, having developed and published some of the most successful gaming milestones in the video game industry, chose Digital Bros for the Italian market to after announcing its European restructuring and intention to grow across the European market. This appointment involved reviewing key business drivers ranging from management know-how, logistical capacity to sales efficiencies and marketing activities.

Digital Bros' management forecasts that for Year 2003/2004 revenues will amount to 72, 666 millions Euro.

Raphael Galante, CEO, Digital Bros S.p.A., commented:

"A key international player as SEGA has chosen Digital Bros for the Italian launch of its forthcoming titles. This agreement positions, once again, Digital Bros as the privileged partner for the most famous companies operating in the digital entertainment industry. Thanks to its quality portfolio, SEGA is a really prestigious and well-known brand both among consumers and industry insiders."

Mike Sherlock, Executive Vice President, Sales and Marketing at SEGA Europe Ltd added, "We are pleased to be working with such a strong key partner in Italy. Digital Bros have a clear understanding of their market and with their help we hope to maximise the sales potential of our products across this important territory."

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).

About SEGA®

SEGA Europe Ltd. is the European Publishing arm of Tokyo, Japan-based SEGA Corporation, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Europe. SEGA Europe's web site is located at www.SEGA-europe.com.

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