



PRESS RELEASE

DIGITAL BROS SpA: Halifax starts the new diffused sale organisation.

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Following the recent agreement signed with Electronic Arts and to better manage the actual publishers' portfolio, Halifax, Digital Bros division, digital entertainment group listed on the Nuovo Mercato of the Italian Stock Exchange, starts the new sale organisation enlarging its sale network to radicate even more its presence on the Italian market.

To face both the expected growth in sales volume and the market share increase, Halifax has decided to enlarge its sales force implementing two different sales networks. These two new networks will separately manage the catalogue of Electronic Arts, world-wide leader in videogame publishing, and the portfolio of the publishers historically represented by Halifax, thanks to a long-term successful partnership.

The sale organisation will increase up to 62 from the previous figure of 37 sales representatives. In addition, this structure will include 7 key accounts focused on hyper markets.

No changes in the expected revenues in the current fiscal year – revenues at 96,9 millions of Euro, EBITDA at 10,055 millions of Euro, EBT at 4,6 millions of Euro. The management had already estimated the impact of the sales network enlargement.

Most of the forthcoming titles exclusively distributed by Halifax in the Italian market are very expected by players and are targeted at different audiences. For the Christmas period the following blockbusters will be:

- “Pro Evolution Soccer 3”, the previous episode has been the PlayStation 2 best-seller with 200.000 copies sold.
- “Yu-Gi-Ho!”, the videogame from the cartoon which is now on-air on Italia 1 channel.
- “Club Football”, three videogames officially licensed by the main Italian football clubs.
- “Finding Nemo”, the videogame inspired by the Disney – Pixar Christmas movie.
- “Tony Hawk Underground”, the most popular extreme sports game.

Electronic Arts' line up includes very important brands well-known by players and some of them are based on movie licenses like “Harry Potter”, “Lord of the Rings” and “James Bond”.



“This new structure has been implemented to render our presence on the Italian market even more radicate. The Italian market is a complex and highly fragmented market which requires a specific approach in comparison with other European territories, - said Raphael Galante, CEO, Digital Bros SpA. The recent agreements signed confirm Halifax as the key partner for major videogame publishers which appreciated our logistics, sales and distribution structure; we are confident that this new structure will benefit either our actual publishers and Electronic Arts.”

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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