



EARLY KICK-OFF BEGINS...

Fully playable, single-player Beta version of Football Manager 2013 is now available through pre-order promotion

October 19th 2012

With immediate effect, fans who have pre-ordered or pre-purchased Football Manager 2013 from a participating retailer can now get their hands on a Beta version of the game... two weeks ahead of the full release on November 2nd.

"We had an idea that this pre-order promotion was going to be popular, but nothing prepared us for the wave of enthusiasm that we were hit with when we announced it last month," says Sports Interactive's Studio Director Miles Jacobson. "If you've already pre-ordered your copy, then you can start playing the Beta version right now – and if you haven't then there's still time, as this offer will stay good right up until the day of release."

The single-player Beta version of Football Manager 13 gives access to most of the forthcoming game's features, including the all-new Football Manager Classic mode and the short-term Challenges (for more information, go to www.footballmanager.com/features). Details of participating retailers can be found at <http://www.footballmanager.com/preorder>.

The Beta version will remain fully functional until Monday, November 5th, after which it will no longer be playable. However, the player will be able to continue their career without interruption, as the Beta version will be fully compatible with the final release, so none of the player's progress over the pre-release period will be lost.

Football Manager 2013 will be published by SEGA for Windows PC and Mac on November 2nd 2012. Further information on the game's new and enhanced features can be found in a series of video blogs on the official website, www.footballmanager.com.

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For further information, please contact: [CONTACT DETAILS]

About Sports Interactive Ltd.:

Sports Interactive (SI) is the world's leading developer of football management simulations through its Football Manager series of games. Founded in 1994 and based in the Old Street area of London, SI has a full-time staff of 70 and employs the services of more than 1,000 part-time researchers across the globe, alongside more than 100 off-site beta testers. The company's games have enjoyed an unparalleled history of commercial and critical success, with 10 of its creations among the UK's Top 20 fastest-selling PC

games of all time, and five in the UK's top 20 best-selling PC games of all time. Sports Interactive became a wholly owned subsidiary of SEGA in 2006. Further information on the company and its games is available from the SI website, www.sigames.com.

About SEGA® Europe Ltd.:

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