



KICK-OFF SET FOR NOVEMBER 2ND ... OR EVEN EARLIER FOR FANS WHO PRE-ORDER

Fans who pre-order Football Manager 2013 to be rewarded with access to a fully-playable Beta version of the game roughly two weeks before launch

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Sports Interactive and SEGA, the developer and publisher behind the best-selling Football Manager series, are pleased to announce the release date for this year's game. Football Manager 2013 will be released across the world on Friday, November 2nd.

And for those fans who can't wait until then, there's even better news. Anyone who pre-orders this year's game through a participating retail partner will be rewarded with something almost priceless... early access to a fully-playable version of the game.

Any fan who pre-orders (or pre-purchases) Football Manager 2013 – either boxed or as a digital download – will receive a unique code giving access to a pre-release, single-player 'Beta' version of the game around 14 days prior to the official launch date.

"Our fans are very good at letting us know what they want and the one thing that's consistently at the top of their wish list is an earlier release date," says Sports Interactive's Studio Director Miles Jacobson. "While we can't, strictly speaking, offer them exactly what they want, this Beta version is the next best thing... a fully playable Football Manager they can get their hands on around two weeks before the finished game hits the streets."

The Beta version of Football Manager 13 will give 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).

The Beta version will remain fully functional until Monday, November 5th, after which it will no longer be playable. However, the Beta version's saved games 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 is currently being unveiled in a series of video blogs which can be viewed 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.