



PRESS RELEASE – FOR IMMEDIATE RELEASE

SPORTS INTERACTIVE SCORES A MAGNIFICENT DOUBLE

XB360™ FOOTBALL MANAGER™ 2007

AND

PSP® FOOTBALL MANAGER HANDHELD™ 2007

GO GOLD

LONDON (November 13th, 2006) – SEGA Europe, Ltd. today announced that both console versions of the latest edition of the highly acclaimed sports management title, *Football Manager™*, have gone gold. *Football Manager™ 2007* for the Xbox 360™ video game and entertainment system from Microsoft and *Football Manager Handheld™ 2007* for PSP® (PlayStation®Portable) system are both ready for release across Europe on December 1st, 2006.

Football Manager Handheld™ 2007 sees many new features added making it easier to use, navigate and control. Taking a huge step forward with the inclusion of such features as international management and multiple scouts, there are now many new leagues from across the world to choose from including Portugal and Australian leagues. Network play has also been included in *Football Manager™ Handheld 2007* and players can now play friendly matches against their friends or compete with strangers via wifi.

The Xbox 360™ version of *Football Manager™ 2007* makes a dash forward from the previous Xbox 360™ version with new features including Xbox Live™ Vision camera support, and Xbox Live™ “Fantasy Draft” mode. There are 50 achievements that will challenge both new and old players of the series and most importantly, an easier to use control system making the overall game much easier to play. “Fantasy

Draft" is an engrossing new feature where up to eight players compete in a round-robin, picking players from the vast Sports Interactive database to build their fantasy squad from, before embarking on either a cup competition or league via Xbox Live™. In addition to these exclusive new features, ***Football Manager™ 2007*** on Xbox 360™ includes all the key new features from its PC big brother and all the exclusive features from the previous Xbox 360™ release from Sports Interactive.

"We're really happy with both of our forthcoming console releases. Having listened to lots of feedback from the community, particularly regarding the control system on the Xbox 360™, we are confident of providing the best console and handheld management experiences to date," said Miles Jacobson, Managing Director of Sports Interactive. "With loads of new features on each game and great improvements throughout, we want to prove to people that we are not just a PC developer anymore and can entertain on all platforms".

Football Manager™ 2007 on PC, Mac and Intel Mac was recently released to a huge amount of critical acclaim within the press, the *Football Manager™* community, and new players alike. The ushering in of ***Football Manager™ 2007*** on Xbox 360™ and ***Football Manager Handheld™ 2007*** on PSP® represents another huge leap for Sports Interactive in their quest for football managerial perfection.

Football Manager™ 2007 on Xbox 360™ and ***Football Manager Handheld™ 2007*** on PSP® will both be released across Europe on December 1st, 2006.

For more information on *Football Manager* please visit www.footballmanager.net or www.sigames.com

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About Xbox and Xbox 360

Microsoft revolutionized the gaming industry with the November 2001 launch of Xbox (<http://www.xbox.com>), its first-generation video games and entertainment system, now sold in 26 countries around the world. This holiday season Microsoft debuts its next-generation system, Xbox 360, in Europe, Japan and North America, to be followed by availability in Australia, Colombia, Hong Kong, Korea, Mexico, New Zealand, Singapore and Taiwan in 2006. Xbox 360 (<http://www.xbox.com/xbox360>) is the most powerful video game and entertainment system, delivering the best games, the next generation of the premier Xbox Live online gaming service, and unique digital entertainment experiences that revolve around you.

About Xbox Live

Xbox Live continues to transform and unite Xbox game communities worldwide, with a presence in 24 countries worldwide and a global community of more than 2 million members. As the first and only global, unified online

console games service, Xbox Live offers world-class games, intelligent matchmaking, tournaments, unique programming and integration with Xbox.com. For more information, go to www.xbox.com/live.

About PSP® (PlayStation Portable)

PSP® (PlayStation Portable) is a new portable entertainment system that allows users to enjoy 3D games, high-quality full-motion video, and high-fidelity stereo audio. With graphics rendering capability comparable to that of PlayStation®2, PSP features a 4.3 inch wide screen, high-resolution TFT display. PSP also adopts a newly developed compact but high-capacity (1.8GB) optical disc, Universal Media Disc (UMD™), as its storage medium. With a wide range of accessories and connectivity options, including Memory Stick Duo, USB 2.0, IR port and Wi-Fi wireless LAN, PSP is the new entertainment platform from PlayStation.

About SEGA Europe Limited

SEGA Europe Limited 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 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.

About Sports Interactive

Sports Interactive (SI), is the world's leading developer of sports management simulations for home computers. SI's pillar titles cover a range of sports, including football (the Football Manager series), ice hockey (the NHL: Eastside Hockey Manager series) and baseball (Out of the Park Baseball). Founded in 1994 and based in Islington, North London, SI has a full-time staff of 36 and employs the services of more than 1,500 part-time researchers across the globe. The company's games have enjoyed an unparalleled history of commercial and critical success, with six of its creations among the UK's Top 20 best-selling PC games of all time. Further information on the company and its games is available from the SI website, www.sigames.com.