



## **FOOTBALL MANAGER SPECIAL OFFERS AND FREE TRANSFER UPDATE**

*Sports Interactive Offer up to 75% Discount on Football Manager Titles*

**LONDON & SAN FRANCISCO** (March 7<sup>th</sup>, 2012) – Sports Interactive and SEGA are delighted to announce the release of the winter transfer update for Football Manager 2012 and some very special offers to go with it!

The new data update includes all the transfers and managerial changes that happened during the transfer window, even including manager moves from last weekend. It's available, for free, via Steam, and if you already own the game and boot it up whilst online, the update will automatically download.

To celebrate its release, we can also announce some very special offers running for the next couple of days.

From now until Friday 9<sup>th</sup> March at 6pm (GMT), Football Manager 2012 is available on PC & Mac at a special discounted price of just £7.99 to anyone who doesn't own the game. On top of that, if you do already own the game, you can now gift the game to a friend via Steam for the ridiculously low price of just £4.99!

We are also pleased to announce that Football Manager Handheld on iOS devices has been nominated for a Carphone Warehouse Appy Award in the Best Game category.

To celebrate this, there's also a very special offer running from 6pm today (GMT) until Friday 9<sup>th</sup> March 6pm on the app store, with the game available on there for just £2.99 (from £6.99).

FMH also includes the brand new scenario mode, and a free app to help you find your way to football grounds in 6 countries.

An update for Football Manager Handheld 2012 including all of the recent winter transfer window activity will be available for free in the coming weeks.

For further information please go to [www.sigames.com](http://www.sigames.com) or [www.footballmanager.com](http://www.footballmanager.com).

**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 services of more than 1,500 part-time researchers across the globe, alongside over 100 offsite beta testers. The company's games have enjoyed an unparalleled history of commercial and critical success, with ten of its creations among the UK's Top 20 fastest-selling PC games of all time, and 5 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](http://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 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](http://www.sega.com).

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