



PRESS RELEASE – FOR IMMEDIATE RELEASE

FOOTBALL MANAGER™ 2010 DATED FOR OCTOBER 30th

Sports Interactive listen to consumer feedback to create the best Football Manager in the series yet

LONDON (August 12th, 2009) – Sports Interactive & SEGA® Europe Ltd. can today announce that *Football Manager™ 2010* for PC and Apple Macintosh, and *Football Manager™ Handheld 2010* for Sony PSP will be released on October 30th.

Football Manager 2009 is the most successful in the *Football Manager* series to date, clocking up 22 weeks at No.1 in the UK (PC charts) and selling in excess of 1 million copies worldwide, as well as being voted the 2nd best video game of all time in a recent Radio 1 poll.

According to data gathered from *Football Manager 2009*, people played the game for an average of 240 hours each and developer Sports Interactive has spent the last year working closely with consumers and the *Football Manager* community to implement key improvements to this year's game. *Football Manager 2010* features new tools and changes across the board including some big additions to improve ease of use, navigation and feedback from the game with the introduction of a brand new match tactics system, the debut of a Match Analysis tool, a completely new look and new User Interface among other features.

“We have worked very hard with the *Football Manager* community to target not only the areas of the game that needed re-working but also what we could add to improve what's already there. We've also conducted extensive usability studies which has led us to overhaul the whole presentation of the game, which we're really excited about,” said Miles Jacobson, Studio Director at Sports Interactive. “There has been a lot of polish to existing areas of the game but it's also driven us to introduce changes to answer some of the feedback. We're very

confident that having done that we will deliver the very best *Football Manager* to date in October.”

The introduction of a Tactics Creator makes it easier to instruct the team to play the way the manager wants, alongside the introduction of touchline ‘shouts’ and quick tactic changes for instantly altering your team’s playing style during the match. Working with coaches from various levels of football, alongside some of the Football Manager communities most respected independent tacticians, the game now has an extensive array of pre-set tactical options allowing the user to select a player’s role in the team (such as ‘Ball winning midfielder’ or ‘Deep lying playmaker’), however the option to use the old ‘slider’ controls remains.

Feedback from matches has been improved to give the user better insight into where their team is going wrong, or right. A new Match Analysis tool lets players see where shots, passes, crosses, headers, tackles, fouls and interceptions have been made on the field for all players on the pitch. Managers can view this analysis both live in-game and post match, allowing them to pinpoint the strengths and weaknesses of both their team and their opponent’s and adjust their tactics accordingly.

Football Manager 2010 features a brand new User Interface, with a light and a dark skin to choose from as part of a vibrant new look and has undergone a complete navigational overhaul. The side bar navigation of previous years has been replaced by an intuitive tab system at the top of the screen, making *Football Manager*’s famed depth easier to navigate and will make the game more accessible to new players.

A brand new Data Editor will allow the addition of new divisions to existing leagues and of entirely new leagues as well as making it easier than ever to keep the game up to date, and do so for free. The delivery of information to the manager has been refined with users now able to sign up to the News Centre, an in-game subscription based newspaper that lets you get the news that you want about the football world and filter out the stories that you do not need, making the football world as immersive as you want it to be.

Following the debut of a 3D match view in *Football Manager 2009*, this year’s release sees a revamp with improved AI, over 100 new animations for the 3D pitch view, new stadiums,

crowds, realistic pitch degradation and better lighting, creating an even more realistic match experience.

Further new features will be announced via a series of blogs in the months leading up to the game's October 30th release date which will ensure that *Football Manager* retains its position as the most realistic, most played, highest reviewed and best selling football management simulation in the world.

Football Manager Handheld 2010 also has a host of new features and improvements, including a brand new skin for the game and improved match engine AI.

For further information please go to www.sigames.com or 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 60 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.

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.

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