



PRESS RELEASE – FOR IMMEDIATE RELEASE

**SPORTS INTERACTIVE PLAYS A MAGNIFICENT
THROUGH BALL AND SETS UP
FOOTBALL MANAGER™ 2007 DEMO**

Computer Demo Set For Release October 1st 2006

LONDON (26th September, 2006) – SEGA Europe Ltd & Sports Interactive today announced the forthcoming PC, Mac and Intel Mac demo for *Football Manager™ 2007* will be released at 00.01am 1st October. The demo will be available in two versions: a “vanilla” demo including English and Scottish Leagues (suitable for those with slower connection speeds) and a “strawberry” demo featuring leagues and languages from across Europe (suitable for those with higher connection speeds). The URL for the “vanilla” demo will be revealed and announced in the UK's biggest selling tabloid newspaper, the News of the World on Sunday 1st October who will initially host the demo in conjunction with Play.com. The “strawberry” demo will initially be available as a torrent file from the Sports Interactive website at www.sigames.com, with mirrored sites of both available during Sunday 1st October.

The “strawberry” demo features player photos, club and league logos, a selection of European languages and a wider range of European leagues to choose from and is suitable for those players with high speed internet connections. The “vanilla” demo is a lighter version with no player photos, features only the English and Scottish leagues and is only playable in English and perfect for those players with slower internet connection speeds.

The demo provides a great opportunity for players to test their managerial skills whilst sampling first hand the wealth of new features that acclaimed developers Sports Interactive have included to make *Football Manager™ 2007* the most user friendly version of *Football Manager* to date.

"The demo will give people a clear idea of how we've made **Football Manager™ 2007** the best in the series. It's down to the brilliance of the team that we have such a high quality game, even allowing for saved games from the demo to be fully compatible with the released game", said Miles Jacobson, Managing Director, Sports Interactive. "To have partnered with News of the World to release and announce the **Football Manager™ 2007** demo underlines the popularity and value of *Football Manager* as a brand and one that continues to win fans across the world".

"The world's greatest football management sim just got even better - stacks of new features including feeder clubs and player interaction puts **Football Manager™ 2007** streets ahead of its rivals", said Mark Gilbert, News of the World.

Football Manager™ 2007 contains over one hundred new features and provides the most user friendly *Football Manager™* experience ever. In amongst all the new features fans old and new will find aspects of the game tailored to suit their every need. From basic and advanced set up modes through to improved scouting options **Football Manager™ 2007** also caters perfectly for both players with new and old machines.

Football Manager™ 2007, the next in series of the world's most successful sports management game, will be available on PC, Mac and Intel Mac, the Xbox 360™ video game and entertainment system from Microsoft and **Football Manager™ Handheld 2007** on Sony PlayStation®Portable handheld entertainment system (PSP™) before Christmas 2006.

For more information on **Football Manager™ 2007** please visit www.footballmanager.net or www.sigames.com

To be a friend of *Football Manager™* please visit www.myspace.com/sigames

If you or your website is interested in being a mirror site for the demos, then please contact your local Sega PR representative.

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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.