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EMPIRE INTERACTIVE PLC
("Empire" or "the Group")

Empire to convert *Ford Racing* franchise into Sega arcade game

Empire, the leading AIM listed computer games developer and publisher, announces the signing of an agreement with industry giant Sega, which will see its million selling *Ford Racing* franchise, previously on PlayStation2, Microsoft Xbox and PC format, make the move to the arcades, as *Ford Racing Full Blown*.

As with the console versions, the choice of vehicles in *Ford Racing Full Blown* will be extensive, ranging from the classic '78 Ford Capri, the Ford GT concept, an off road vehicle, or the latest Focus Rally car.

Ian Higgins, CEO of Empire Interactive, commented: "*Ford Racing* is one of our most popular franchises and we are very excited to see it make the move to the arcades and extend the franchise in this way. The previous success of *Ford Racing* promises great results for Sega. We are proud to work once again with such a well respected industry name."

Paul Williams, CEO of Sega, added: "Sega's new partnership with Empire allows it to realise the drive to localise games - *Ford Racing* has been specifically designed to appeal to European tastes. The project is a first for Sega and opens up the future for our product output. We are very proud to work with Empire on this game."

Ford Racing Full Blown is expected to be released in arcades in March 2006.

- Ends -

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Note to Editors:

About Empire

Empire Interactive is a leading publisher of interactive entertainment software that has been established for 18 years. The Group floated on AIM, part of the London Stock Exchange in July 2000. Headquartered in the UK, Empire Interactive also has offices in the US, Germany, France, Italy and Spain. The Group develops and publishes a varied range of titles for all current platforms in the US, Europe and Asia. Games such as *Starsky & Hutch*, *Big Mutha Truckers*, *Ford Racing* and *FlatOut* have all enjoyed success across the world. Its budget label, Xplosiv, is one of the fastest growing in Europe.

Further information about Empire Interactive and its products can be found at:
<http://www.empireinteractive.com>