



New Season, New Look, New Leagues. Football Manager 2019 To Debut on November 2nd

London, England – 6 August 2018: With fans eagerly anticipating the upcoming season, Sports Interactive and SEGA are delighted to announce that would-be managers will get the chance to ensure their team finishes top of the league when Football Manager 2019 hits the streets on Friday, November 2nd with a new brand look.

Football Manager 2019 will be saying goodbye to the iconic 'Manager Man' who has featured on the cover of every Football Manager game since FM 2005, to be replaced by a manager's eye view of the pitch as the gaffer and players head down the tunnel ahead of a big match. With redesigned logos, loads of new and improved features, and the implementation of the DFL Bundesliga license for the first time, Football Manager 2019 is set to be even more comprehensive in its realism than ever before. See the new look for the first time in this exclusive trailer.

From today, fans who pre-purchase Football Manager 2019 (for PC and Mac), from a SEGA approved digital retailer* or pre-order from a participating physical retailer will receive a 10% discount right up until launch. Furthermore, those who pre-purchase through a SEGA approved digital retailer will be able to kick-off their managerial careers early through a fully-playable Beta version, which will be available roughly two weeks prior to the official street date (single player careers started in the Beta can be carried across to the full game).

The first details of the key features in Football Manager 2019 will be revealed in late September through the relaunched [Football Manager website](#) and via the official FM social media channels (including [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#)).

All three versions of the game – Football Manager 2019 (for PC and Mac), Football Manager 2019 Touch (for PC, Mac, iOS and Android) and Football Manager 2019 Mobile (for iOS and Android) will be released on November 2nd.

**Pre-release Beta is available from SEGA approved digital retailers only; please check [here](#) for an exhaustive list of digital retailers and more details as to what constitutes a SEGA approved retailer.*

[ends]

About Football Manager

Football Manager is the most realistic, in-depth and immersive football management simulation in the world. Putting you in the hot seat of any club in more than 50 countries across the world, Football Manager allows you to take on the role of a real-life manager: you decide who plays and who sits on the bench, and you're in total control of tactics, team talks, substitutions and pitch-side instructions as you follow the match live with the acclaimed 3D match engine. In recent years Football Manager has become an integral part of football culture. The game's hugely loyal fanbase includes celebrities and footballers, and it has inspired books and comedy shows. There is even a full-length film, *An Alternative Reality: The Football Manager Documentary* (available on iTunes, Google Play and Steam) that highlights the game's enduring appeal and influence within the professional game. Further information is available at 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. Founded in 1994 and based in the Old Street area of London, SI has a full-time staff of more than 100 and employs the services of roughly 1,300 part-time researchers across the globe (alongside more than 200 offsite Beta testers). SI has ongoing relationships with some of the biggest names in professional football, including Prozone, the League Managers Association, The Football League, La Liga and many other leagues and national associations. Sports Interactive became a wholly owned subsidiary of SEGA in 2006. Further information on the company and its games is available at www.sigames.com.

About SEGA® Europe Ltd.

SEGA Europe Ltd. is the European Distribution arm of Tokyo, Japan-based SEGA Games Co., Ltd., 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 Interactive Entertainment Europe. SEGA wholly owns the video game development studios Creative Assembly, Relic Entertainment, Amplitude Studios, Sports Interactive and Hardlight. SEGA Europe's website is located at www.sega.com