



(“Empire or “the Group”)

**Empire signs exclusive budget deal with Sega Enterprises for its budget range, Xplosiv**

Empire Interactive today announces a further signing for its hit budget label, Xplosiv. Following its recent acquisition of Take 2 catalogue products, Empire has signed the European budget rights to 13 Sega PC titles. The titles, which include Sonic 3D, Worldwide Soccer, Sega Rally Championship, Virtua Cop 2 and Virtua Fighter 2, will be released in phases to the retail and consumer markets. The titles are scheduled for release during 2001 and will be supported with an extensive advertising and PR campaign.

Empire Interactive launched the Xplosiv range in January, which it continues to expand by signing high-quality titles and making them easily accessible and affordable to a wider audience.

**Ian Higgins, CEO Empire Interactive stated,** "The addition of the Sega titles to the Xplosiv range bolsters an already impressive line-up and promises more exciting developments in the future of Empire's Xplosiv brand, proving that we are serious and aggressive in the budget marketplace."

**Mr Ishihara, General Manager Sega Enterprises commented,** "Empire will professionally market Sega Properties to a wider audience and support us to establish 'Sega' as the most popular household brand."

The full line-up of titles is as follows:

Sonic R, The House of the Dead, Formula Karts, Virtua Fighter 2, Sega Touring Car Championship, Sonic 3D, Virtua Cop 2, Worldwide Soccer, Last Bronx, Panzer Dragon, Enemy Zero, Virtua Fighter & Sega Rally Championship.

- ENDS-

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Empire Interactive is a leading publisher of interactive entertainment software that has been established for 13 years. The company floated on the Alternative Investment Market (AIM) of the London Stock Exchange in July 2000. Headquartered in the UK, Empire also has offices in the US, Germany, Italy & Spain. The company develops and publishes a varied range of titles for the Sony Playstation®, Sony Playstation® 2 and multimedia PC markets in the US, Europe and Asia. Further information about Empire Interactive's products can be found at:  
<<http://www.empire.co.uk>>

