



THE DATE IS SET... FOOTBALL MANAGER 2014 TO BE RELEASED ON OCTOBER 31ST

But for those who can't wait to get back to the technical area, fans who pre-order the game from a participating retailer will enjoy access to a fully-playable Beta version of the game roughly two weeks before the official launch date

September 13th 2013

Sports Interactive and SEGA Europe Ltd. today announce that Football Manager 2014 will go on sale to the general public on Thursday, October 31st. The new game - the most feature-packed and technically advanced release in the series' history - will be available for PC, Mac and Linux.

As with last year's release, fans who pre-order their copy of FM 2014 from a participating retailer (high street or digital download) will enjoy early access to a fully-playable Beta version of the game, available roughly two weeks prior to the official release date. Careers started in this Beta version will continue in the full game. A list of retailers participating in this pre-order promotion can be found at www.footballmanager.com.

"I get so many requests for the release date on Twitter, but we'll only ever announce a date when we're sure we're going to hit it," says Sports Interactive's Studio Director, Miles Jacobson. "We're now at that point, so I'm delighted to announce the release date of October 31st and also announce loads more retailers who will be offering people who pre-order the chance to play the Beta version of the game two weeks ahead of Football Manager 2014's official release date."

Many of the game's key features are being revealed in a series of video blogs which are being released on the official website (www.footballmanager.com) every Friday until the launch date.

Further details on the game's 1,000-plus new and enhanced features will also be revealed over the coming weeks via Facebook (facebook.com/officialfootballmanager) and Twitter, from both the Football Manager account (@FootballManager) and from Miles Jacobson directly (@milesSI).

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For further information, please contact [contact details].

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 85 and employs the services of roughly 2,000 part-time researchers across the globe (alongside more than 200 offsite Beta testers). The company's games have enjoyed an unparalleled history of commercial and critical success, with 12 of its creations among the UK's Top 20 fastest-selling PC games of all time and five 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 Windows PC, wireless devices and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Europe. SEGA Europe's website is located at www.sega.com.