



PRESS RELEASE – FOR IMMEDIATE RELEASE

FOOTBALL MANAGER™ LIVE HITS THE STREETS

Test your football management skills with the rest of the world online for the very first time

LONDON (January 8th, 2009) – Sports Interactive and SEGA Europe Ltd. can today announce that *Football Manager™ Live* for PC and Apple Macintosh is available now via digital download at www.footballmanagerlive.com, and will be available from 23rd January in stores.

Football Manager Live, the eagerly awaited persistent-world game from award winning development studio Sports Interactive, lets you test your football management skills against the rest of the world online for the very first time.

“Football Manager Live is a very different game to Football Manager – imagine, if you can, a cross between Football Manager, fantasy football, an auction website and some social networking, and you’ll be just about there,” said Miles Jacobson, Studio Director at Sports Interactive. “Football Manager Live is the best way to prove your football management prowess to the world, and with a new development model dubbed as “constant development”, there will be new features being added to the game every few months, with a lot of these features being based directly on consumer feedback and what the people playing Football Manager Live want to see in the game.”

“Football Manager Live is an exciting step forward for the Football Manager brand, and with Sports Interactive being behind the helm of the very first live football MMO, it couldn’t be in better hands,” said Gary Knight, Marketing Director of SEGA Europe Ltd.

Football Manager Live lets you create and manage your very own football club, choosing your team name, colours, badge, home ground, and also deciding which players to sign from Sports Interactive's famous database of over 330,000 real world footballers.

Providing a more casual experience than the Football Manager series, you can log in from anywhere, download the small client and play against your friends and other managers from around the world. Players can exchange banter with rival managers via the in-game chat system anytime, 24 hours a day 7 days a week, and you can also choose a league to suit your playing style, tailored to how often and when you want to play the game.

Craft the best team possible and buy, sell, loan and exchange players with other managers in the lively transfer market, or snap up some talent with the new player auction system. To ensure your success you have to balance your finances and develop your club, using an innovative skill system to improve your managerial style and give you the edge.

Football Manager Live operates on a subscription service, with the initial retail boxed copy retailing at £29.99 including a four month subscription to the game, with online subscriptions costing £22.99 to play the game for three months, £43.99 for six months and £72.99 for a full year, which equates to less than 20p per day.

Hosted on Sports Interactive's YouTube channel (www.youtube.co.uk/sigames) you can view an announcement video for *Football Manager Live* that depicts the brand new features of the game and the unique differences available within its gameplay experience from the traditional Football Manager series.

For further information please go to www.sigames.com or www.footballmanagerlive.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 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 Ltd.:

Sports Interactive (SI), is the world's leading developer of football management simulations through it's Football Manager series of games Founded in 1994 and based in the Old Street area of London, SI has a full-

time staff of 44 and employs 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 nine of its creations among the UK's Top 20 fastest-selling PC games of all time, and 4 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.

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