



PRESS RELEASE – FOR IMMEDIATE RELEASE

ARSENAL SPECIAL EDITION OF *FOOTBALL MANAGER*™ 2009 TO BE LAUNCHED

LONDON (December 16, 2008) – Sports Interactive and SEGA Europe Ltd. can today announce that they have signed a deal with Arsenal Football Club to release an exclusive Arsenal Special Edition of *Football Manager*™ 2009.

The Special Edition will be fully skinned with Arsenal colours and club logo, and will feature all of the official Arsenal player photos. Set for release before Christmas and available through Arsenal.com and the club's official stores, the Special Edition will offer Arsenal fans a unique way to experience the fastest selling version of the Football Manager series, which is currently No.1 in the UK PC charts.

“To be able to team up with one of the largest football clubs in the world, and the closest to our studio, offering a special edition of Football Manager is a great honour for us,” said Miles Jacobson, Studio Director of Sports Interactive. “Arsenal is an incredibly forward thinking team both on and off the pitch, and this deal once again signifies how seriously our football management simulation is taken by the football world.”

“I’m sure that many of our supporters are also big fans of Football Manager so we’re delighted to be able to offer them an Arsenal special edition of this year’s game, and to enter into a partnership with the world’s leading football management title,” said Adrian Ford, Commercial Director of Arsenal Football Club.

Football Manager 2009 for PC and Apple Macintosh, and *Football Manager Handheld 2009* for Sony PSP are both available in shops now.

For further information please go to www.sigames.com or www.footballmanager.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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