

PRESS RELEASE - FOR IMMEDIATE RELEASE

FOOTBALL MANAGEMENT ON THE MOVE...

The greatest Football Management simulation ever is coming to PSP!

LONDON, UK - May 6th, 2005 - SEGA Europe Ltd, and Sports Interactive are proud to announce Football Manager™ 2006 for PSP. Specifically designed for Sony's PlayStation Portable handheld entertainment system (PSP), this new game will, for the first time, offer fans of Sports Interactive's games an opportunity to experience the highs and lows of virtual football management 'on the go'.

Sports Interactive have modified their genre defining football management game to purposely suit the PSP. Football Manager 2006 retains all of the hallmark realism and excellence, but is specifically designed to be a more immediate pick up and play experience.

"From the moment that we got our hands on our first PSP we knew that we were finally looking at a portable system that could do our game justice," comments Miles Jacobson, Managing Director of Sports Interactive. "Football Manager™ is well-known as being a game that people carry with them in their hearts and minds – pretty soon they'll be able to carry it in their pockets too."

"This has to be one of the most exciting games coming to PSP. I'm going to start getting the train into work so I can play it in the mornings!" commented Matt Woodley, Creative Director of SEGA.

For anyone who loves football, Football Manager™ 2006 offers a dream come true. Using a new state of the art game interface and management infrastructure, Football Manager™ 2006 accurately simulates the trials and tribulations of a real football manager. Experience the pressure as you rise through the ranks, reach the heady heights of the Premiership and try your luck in Europe.

Features for Football Manager™ 2006 PSP:

- Select an active league from a minimum of 6 countries'
- Accurate data from the world renowned SI football database

- Up to date and accurate competition simulations
- Accurate European competitions and world rankings
- Complete tactical options to allow a manager to influence a match
- Every player has an accurate player history
- 30 players in a squad
- Realistic commentary style match engine and computer manager intelligence
- Staff feedback on the current squad via coach and physio reports
- Realistically simulated media involvement including transfer rumors
- Agent approaches and dressing room unrest
- A full interactive transfer system simulating modern day negotiations, including player loans, signings etc.
- Realistically simulated world of football, giving information about transfers, results and injuries involving the big names in football

MORE FEATURES TO BE ANNOUNCED SOON!

Football Manager™ 2006 will be released on PSP throughout Europe in Winter 2005.

About PlayStation Portable

PlayStation Portable (PSP) is a new handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video and high-fidelity stereo audio. Already available in Japan and the US, the PSP will be launched throughout Europe on September 1st 2005. Further information can be found online at www.yourpsp.com.

About Sports Interactive

Sports Interactive (SI), is the world's leading developer of sports management simulations for home computers. SI's pillar titles cover a range of sports, including football (the Football Manager series), ice hockey (the NHL: Eastside Hockey Manager series) and baseball (Out of the Park Baseball). Founded in 1994 and based in Islington, North London, SI has a full-time staff of 35 and employs the 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 five of its creations among the UK's Top 20 best-selling PC games of all time. In 2004 SI signed an exclusive five-year agreement with SEGA which will see all games it produces within that period published by the global computer and video games giant. Further information on the company and its games is available from the SI website, www.sigames.com.

About SEGA Europe

SEGA Europe Ltd. is the European Publishing arm of Tokyo, Japan-based SEGA Corporation, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes 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.