



BIGBEN INTERACTIVE ANNOUNCES THE UPCOMING LAUNCH OF A NEW AUDIO RANGE IN PARTNERSHIP WITH COCA-COLA WORLDWIDE LICENSING

Bigben Interactive is proud to announce a new licensing agreement with **Coca-Cola Worldwide Licensing** which is a major achievement in the development of the Audio activity of **Bigben Interactive Group**.

Bigben Interactive, European leader in gaming accessories, video game publisher, and also a major designer and distributor of Audio equipment, are excited to propose a selection of products bearing the image of the **Coca-Cola brand**.

Multimedia towers, alarm-clocks, turntables and Bluetooth® sound systems, will all include the iconic red and white brand enhancing your home.

In recent years, Bigben Interactive has offered various audio systems for your entire home, for young and old, with modern and vintage designs. Innovative models which are best-sellers in their categories in France and Europe.

« This is a great opportunity for the Audio Department and we are very proud to work with a brand like Coca-Cola » said Fabrice Lemesre, Head of Audio and Electronics Group from Bigben Interactive *« Our experience in designing and developing multi-generational lines allows us to perfectly suit the Coca-Cola brand. This partnership is also a new challenge for all of our teams ».*

This new range will hit the shelves from July 1st, 2013.

The licensing agreement between Bigben Interactive and Coca-Cola Worldwide Licensing allows a wide usage of the brand on Bigben Interactive's Audio products.

About Bigben Interactive

Market leader for both video gaming accessories and mobile phone accessories, the BIGBEN INTERACTIVE Group now implements a strategy of complementary know-how and product offers in order to meet the evolution of the multimedia world. Its ambition is to become a leader in converging multimedia accessories and a key player on the European multimedia market, relying on its size, its development capabilities and its commercial network.

© 2013 Bigben Interactive S.A. - All rights reserved. Bigben Interactive word mark and logo are trademarks owned by Bigben Interactive S.A.

BIGBEN INTERACTIVE

Société cotée sur l'Eurolist C d'Euronext Paris, compartiment C – Indices : ITCAC

ISIN : FR0000074072 ; Reuters : BIG.PA ; Bloomberg : BIG FP

Contact

Information financière : François Bozon, Tél : 00 33 (0)3.20.90.72.53

E-mail : infofin@bigben.fr - Site : <http://www.bigben.fr>
