



Acquisition of FIA World Rally Championship (WRC) License

Global publishing and distribution for one of the world's most popular motor racing video games

Bigben Interactive announces their acquisition of the FIA World Rally Championship license from WRC Promoter GmbH relating to publishing and worldwide distribution rights for the WRC video game.

WRC: Authentic and extreme motorsport, high performance cars, the world's best drivers, dramatic surroundings

Created in 1973, the World Rally Championship is the FIA's premium rally series. It currently consists of 13 rallies from around the world, each with up to 25 competitive stages. Rallies take place on different surfaces - gravel, asphalt, snow and ice. The WRC showcases authentic motorsport in the form of high performance cars and the world's best drivers competing in dramatic surroundings. It features automotive manufacturers including Citroën and Volkswagen.

With over 3.5 million spectators at events in 2012, and more than a billion television viewers (combined audience) watching in 125 countries, the WRC is one of the biggest motoring competitions in the world. Next step is Neste Oil Rally Finland, from 31 July to 3 August.

The WRC video games: Over 7 million copies sold since 2002

Bigben Interactive's acquisition of the WRC license represents an exceptional opportunity to add a flagship video game to their catalog: over seven million copies have been sold since 2002. 95% of sales are in Europe, and 50% in France, Germany and Benelux, territories where Bigben Interactive has a strong position for distribution of video games and video game console accessories.

WRC 4 is the first game to be released under this new license agreement, and will be developed by Milestone, creator of the last three versions of the game. Available at retail and for download on PlayStation®3, PlayStation®Vita, Xbox 360® and Windows PC®, the game will be launched in two phases:

- August: Presentation to trade and public at Gamescom in Germany (from 21 to 25 August), alongside the ADAC Rallye Deutschland;
- October: Launch of the game and WRC activities at Paris Games Week, a video game exhibition to be held in Paris from 30 October to 3 November.

"We are extremely happy to have acquired this license. Having already successfully proven our capacities as a distributor with the WRC 3 video game in France and Benelux in 2012, we now find ourselves in the driving seat to publish and distribute the next three versions of the game worldwide. Whilst this agreement allows us to add to our catalog with an extremely popular video game, it also represents recognition from our peers for our know-how and leading position in Europe." Alain Falc, Chief Executive Officer of Bigben Interactive.

About Bigben Interactive

A key player specialised in the design and distribution of accessories for video games and mobile phones, BIGBEN INTERACTIVE is active in France, Benelux, Germany and Hong-Kong. The Group has flourished from the booming Smartphone market and changing video game market, and, with a reputation for innovation and design capacities, it hopes to become one of the European leaders in multimedia accessories.

283 employees - 2012/2013 sales: €164M - France, Benelux, Germany and Hong Kong

**Company listed on Eurolist C at Euronext Paris, Compartment C – Indices: ITCAC
ISIN: FR0000074072; Reuters: BIG.PA; Bloomberg: BIG FP**

About Milestone

Founded in Milan in 1996, Milestone S.r.l. is the biggest Italian videogames developer and it is recognized worldwide as a leading Studio specialized in racing titles. The company is unique in the Italian scenario thanks to an obsessive desire for quality combined with an elaborate attention to detail which have always been the trademarks and philosophy of the company. SBK® Superbike World Championship series and the official game of the World Rally Championship represent two clear examples. For more information please visit www.milestone.it.

About WRC

Widely regarded as the most challenging motor sport competition in the world, the FIA World Rally Championship (WRC) puts cars and drivers in a series of two, three or four-day events through some of the toughest, and most varied, conditions on the planet. The roads on this epic motor sport adventure range from the ice and snow of Scandinavia to the stifling heat of Greece – over surfaces including packed ice, smooth asphalt and boulder-strewn rocky tracks. Established in its current format in 1973, in 2013 drivers and manufacturers – including Citroën and Volkswagen - will battle for the annual driver and manufacturer championship trophies on rallies spread across 13 countries. For more information about the WRC visit www.wrc.com.

About WRC Promoter GmbH

WRC Promoter GmbH was recently appointed by the Fédération Internationale de l'Automobile as the new WRC promoter from 2013. WRC Promoter GmbH is responsible for all commercial aspects of the FIA World Rally Championship including broadcast formats, TV production and the marketing of global media and sponsorship rights. It is a new company established between: the sportsman media holding, a sports rights and sports marketing agency whose core business is the acquisition and distribution of media rights; and Red Bull Media House, the media arm of Red Bull and a multi-platform media company with a focus on sports, culture and lifestyle. It offers a wide range of premium and compelling content across diverse media channels.

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