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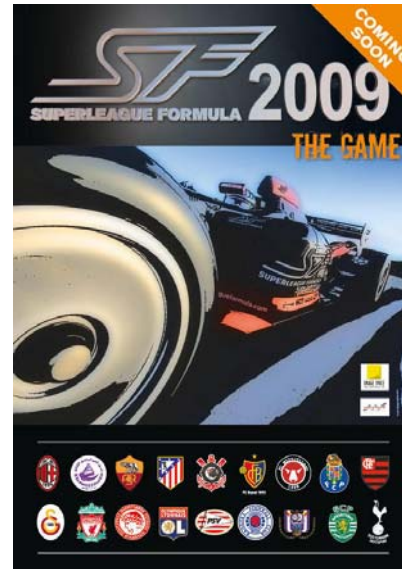


SUPERLEAGUE FORMULA ANNOUNCES LAUNCH OF OFFICIAL VIDEOGAME

02/07/2009 - Superleague Formula is set to move up yet another gear with the launch of its first official videogame in September.

Now poised to kick off its second season, Superleague Formula is the only competition in the world to unite premier league quality motor sport with top football brands. The series features a grid of powerful single-seater racing cars – all representing many of the world's most famous football clubs – competing for top honours on the race track. This year's championship takes place between June and November with races in France, Belgium, United Kingdom, Portugal, Italy and Spain. Among those celebrated clubs competing for outright glory are former UEFA Champions League winners Liverpool FC and AC Milan.

As on the race circuit, the exciting new Superleague Formula video game will combine the passion of football with the speed, excitement and emotion of car racing to produce a product with genuine appeal to the millions of global gamers already enjoying top selling football and motor sport games.



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Renowned specialists Media Game and Image Space Incorporated are masterminding the development and subsequent launch of the official video game. ISI has a wealth of experience – its portfolio of video games already includes rFactor, F1 Challenge and NASCAR Thunder. The exciting new game will be introduced in September and will be distributed online for PCs from the official Superleague Formula website: www.superleagueformula.com

“We are delighted to have concluded this significant deal with such proven experts,” said Superleague Formula President, Alex Andreu. “Football and motor sport games are among the most popular titles right around the world and we’re confident that our game will be a huge hit with all gamers. It will not only provide extra excitement to existing Superleague Formula followers and fans of those clubs competing in our championship but also it will help us to spread the Superleague gospel to important new global audiences.”



FURTHER INFORMATION :

Additional briefing information, video and images are available at:

<http://www.superleagueformula.com/superleague/News-Media>

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