



29 July 2008

Quarterly sales of 21.4 €m

The Bigben Interactive Group achieved sales of €UR 21.4 million for the first quarter ended 30 June 2008, compared to 14.2 for the first quarter of previous FY 2007/2008 (+50,4%).

The video game console market was boosted in 1st quarter of current FY by the release of three software "blockbusters" i.e. *GT4* for the Sony PS3 and Microsoft Xbox 360 formats as well as *MarioKart* and *WiiFit* for the Nintendo Wii format, with sales exceeding all expectations. Sales of console hardware and accessories were favourably impacted by these software releases, with global sales of the video game market higher than anticipated over a period usually the quietest during the year.

Sales	2007/08	2008/09	Change
	€m	€m	
1 st Quarter	14.20	21.37	+50.4%

During the first three months of current FY, Bigben Interactive achieved 46.9 % of sales outside France.

The 1st quarter of current financial year was globally favourable for BIGBEN INTERACTIVE.

- In France, sales were up by 73.9 % boosted by the sales of console accessories which increased by 71%. The growth (+91%) in Non exclusive distribution (wholesale) largely resulted from the success of the three aforementioned software titles. The Electronics business (-17%) was impacted by a weak market for electronic household appliances and the reshuffle of the customer base towards major retailers while Exclusive distribution records sales increased five times compared to last year which experienced a much tighter catalogue.
- Outside France, Bigben Interactive sales were concentrated on the Group core businesses and were equally favourable (+26.6%) when compared to the same period of previous financial year, with a new growth of sales in Germany (+51.4%) and in other export markets (+105.1%). In Benelux, sales were down (-3.8%) and the development of the Accessory market share (+129%) did not completely offset the downturn of exclusive distribution (-36%) in volume but favourably impacted the operating margin.
- The Accessory business being boosted by exceptional market conditions increased by 74.5% year on year during 1st quarter.



BIGBEN INTERACTIVE

Euronext : Eurolist of Euronext Paris, C market segment; FTSE ; Index : Midcac

Euroclear: 7407; Reuters: BGBN.PA ; Bloomberg: BIG FP

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The relative share of the Accessory business (the Group's prime business) represented 64% of total sales i.e. a percentage equivalent to last year average.

<i>Business share</i>	<i>30/06/2007</i>	<i>30/06/2008</i>
Accessories	55.0 %	63.9%
Exclusive SW distribution	24.6 %	15.0%
Group core businesses	79.6 %	78.9%
Audio & Gifts	7.5 %	4.7%
Non exclusive distribution	12.9 %	16.4%
Total	100.0 %	100.0%

()figures from management reporting, data restated according to IFRS standards*

This pre-eminence of the Accessory business has had a favourable effect on the gross margin and Group operations have been profitable during the first quarter of the current financial year.

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Outlook

The second quarter of the current FY 2008 /09 is expected to follow a trend similar to the first quarter, however the sales growth should be weaker than the volume recorded from April to June.

Beyond the 2nd quarter, FY 2008-09 offers good prospects resulting from the growth of the market and the success of accessories.

The new range of accessories offered by Bigben Interactive for all console formats was well received by the whole industry during IDEF, the French trade show for the video game industry which took place in Cannes from 24 to 26 June 2008. High levels of orders have already been received from retailers for the Christmas season both for accessories and video game software in exclusive distribution.

In view of the above and in the present state of its knowledge on the short term evolution of the market, the BIGBEN INTERACTIVE Group raises the target released during the presentation of annual results on 05 June i.e. annual sales of about 95 €m and an operating result above 15% of sales for FY ending on 31 March 2009.

*A leading independent distributor and manufacturer of video game console peripherals, **BIGBEN INTERACTIVE** offers a complete distribution solution for developers, publishers and accessory manufacturers in Continental Europe (France, Germany and Benelux).*



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