



05 February 2008

Third quarter sales of 37.3 €m (+37.1%)

Annual targets revised

The Bigben Interactive Group achieved sales of €UR 37.26 million for the third quarter ended 31 December 2007, up by 37.1% compared to the third quarter of previous FY 2006/07. Consolidated sales for the first nine months reached € 67.90 million against € 52.52 million, a year to year 29.3% increase.

The video game console market recorded good growth in 3rd quarter of current FY with especially the potential of both Nintendo hardware formats, the DS Lite™ handheld and the Wii™ home console formats, as well as the new commercial momentum of the Sony PSP™ console format in its new PSP Slim™ version. Installed bases for these hardware formats are today higher than those achieved at the same stage of the previous hardware cycle and even higher than in the past.

Sales	2006/07	2007/08	Change
	€m	€m	
1 st quarter	11.95	14.20	+ 18.9%
2 nd quarter	13.39	16.44	+ 22.8%
3 rd quarter	27.18	37.26	+37.1%
Total 9 months	52.52	67.90	+ 29.3%

During the first nine months of current FY, Bigben Interactive achieved 44.2 % of sales outside France.

The 3rd quarter of the new financial year was favourable for Bigben Interactive:

- In France, sales were up by 42 % year on year, boosted by sales of console accessories which increased by 51% especially with the success of Nintendo licensed products. Likewise exclusive software distribution has recovered (+118%) due to the new catalogue aiming at an optimised risk-profitability combination. The additional businesses also increase, both for the Electronics business (sales + 7%) as well as for non-exclusive distribution (sales + 27%).

Outside France, Bigben Interactive sales were concentrated on the Group core businesses and were equally favourable (+29%) when compared to the same period of previous financial year, with a confirmed momentum in Germany (+81%) and a steady growth of the Accessory business in Benelux (+125%) offsetting the plummeting sales for exclusive distribution in this territory (-37%) and with promising developments in other export markets (+183%).

- The Accessory business which continued to be boosted by favourable market conditions increased its sales by 69.5% year on year during the 3rd quarter.

BIGBEN INTERACTIVE

Euronext : Eurolist of Euronext Paris, C market segment; FTSE ; Index : Midcac
Euroclear: 7407; Reuters: BGBN.PA ; Bloomberg: BIG FP

Investors relations : François Bozon, phone : +33 (0)3.20.90.72.53

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



The relative share of the Accessory business (the Group's prime business) now exceeds the revised target of a 60 % share for this activity during the third quarter of the financial year (64.0%). The downturn of Exclusive software distribution within the Group core businesses results from a tighter catalogue aiming at an optimised risk-profitability combination.

The Accessory business rose by 64 % for the first nine months year on year. This pre-eminence of the core businesses confirms the strategy implemented by the Bigben Interactive Group and is expected to have a favourable effect on the gross margin achieved by the Group during the current financial year.

<i>Business Share</i> (year to date)	31.12.2006	31.12.2007
Accessories	49.0 %	62.4 %
Exclusive SW Distribution	29.0 %	16.4 %
Group Core businesses	78.0 %	78.8 %
Electronics	5.9 %	5.4 %
Non exclusive distribution	16.1 %	15.8 %
Total	100.0 %	100.0 %

Thanks to this new evolution of the product mix towards Accessories, Group operations show a strong increase of their profitability for the first 9 months of the current financial year.

o O o

The results recorded since the beginning of the current financial year confirm the strategic choice made by Bigben Interactive in terms of products.

Accessories

Record sales in the video game industry during last quarter of calendar year 2007 allowed Bigben Interactive to strengthen its leadership for console accessories.

The unprecedented success of the Nintendo™DS™ hardware supported the sales of official accessories by Bigben Interactive. Thus the aluminium carry cases specially designed for the Nintendo™DS™ or the « Flip & Play Protector » enabling the user to play with the handheld console without removing it from the protection case (patent pending), have been favourably received by consumers, as well as the « Magic Skin » for customizing the hardware with the colours of « Mario™ », Nintendogs™, or « Animal Crossing™ » and the replacement stylus « Stylus™ ».

Sales of official Wii™ accessories manufactured and distributed by Bigben Interactive were also good namely with the « WiiProtect » silicone cover for the *Wii*mote™ and *Nunchuck*™ peripherals, the official (WiiWheel) steering wheel, as well as « PackSport » including a tennis racket and a golf club into which the *Wii*mote™ peripheral can be inserted in order to improve gameplay, as well as the official carrybag « SW180 ».

BIGBEN INTERACTIVE

Euronext : Eurolist of Euronext Paris, C market segment; FTSE ; Index : Midcac
Euroclear: 7407; Reuters: BGBN.PA ; Bloomberg: BIG FP
Investors relations : François Bozon, phone : +33 (0)3.20.90.72.53
E-mail : infofin@bigben.fr - Website : <http://www.bigben.fr>



In addition, Bigben Interactive benefited from the sales of Playstation®3 hardware during the last three months of 2007 which recorded good sales of (PS3PAD) cable controllers, (PS3PADRFLX) wireless controllers and (PS3HDMI) HDMI cables.

In line with previous forecasts, the opening towards new audiences such as adults (notably women) and senior citizens were to Bigben Interactive's advantage; its growing offer continues to adapt to this new trend which should be confirmed or even reinforced in 2008.

Exclusive Distribution

The choices made for developing and distributing software titles for the two Nintendo console formats were crowned with success:

On the Wii™ format, « Cocoto Circus » comforted the presence of this little devil already known on PlayStation®2, Nintendo™DS™ and Nintendo GBA™ in the children game library, and on the Nintendo™DS™ format, « Mots Croisés »(the 1st software for crosswords) ranked high in the GfK sales chart for several weeks at the end of 2007.

Bigben Interactive will further conduct its twofold strategy and its catalogue will be completed by about forty titles in 2008.

o o o

Outlook

The 4th quarter of financial year 2006-07 should confirm the evolution started during 3rd quarter. In particular, the potential of Nintendo DS-Lite™ handheld and Wii™ home consoles, should enable good sales in a period generally quieter after the Christmas season.

However it should be reminded that the sales level of 4th quarter of FY 2006/07 was boosted by the launch of the Sony PlayStation®3 hardware in Europe on 23 March 2007. Consequently, sales for the 4th quarter of the current financial year could be down when compared with the same period of previous financial year.

In view of good Christmas 2007 sales and in the present state of its knowledge on the short term evolution of the market, the Bigben Interactive Group expects to achieve annual sales in excess of 15% for the financial year ending on 31 March 2008 with an operating profit close to 12% reflecting the evolution of its product mix.

*A major player in the distribution of video game software and 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).*

BIGBEN INTERACTIVE

Euronext : Eurolist of Euronext Paris, C market segment; FTSE ; Index : Midcac
Euroclear: 7407; Reuters: BGBN.PA ; Bloomberg: BIG FP

Investors relations : François Bozon, phone : +33 (0)3.20.90.72.53

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