Press release

King Of The Jungle Develops Football Management Computer Quiz Game For Eidos

[London, Britain, September 17, 2001.] British game developer King of the Jungle has signed an agreement to develop the football management quiz computer game "Championship Manager Quiz" for British game publisher Eidos. King of the Jungle is part of the UDS group with more than 100 employees in Europe.

King of the Jungle has been commissioned to develop "Championship Manager Quiz" by British publisher Eidos, which is one of the world's largest game developers and publishers, according to a recently signed agreement between the two companies. The game will we developed for Playstation and PC and is expected to be released by Eidos in Europe in December this year.

"Championship Manager Quiz" is a spin-off of the hugely successful franchise "Championship Manager", a football management computer game. "Championship Manager Quiz" combines the successful sports computer game with the increasingly popular quiz genre.

The owner and publisher of the franchise is Eidos, one of Europe's largest computer games developers and publishers with close to 600 employees. Eidos is listed in both the London stock exchange and on the Nasdaq.

King of the Jungle is a London-based computer games developer. The company was established in early 1995 with the aim of producing highly playable and innovative arcade games for the console market. King of the Jungle has 18 employees, who between them possess several decades of industry experience and many titles on multiple formats to their credit, most of them receiving the highest press accolades.

King of the Jungle is equipped to handle all aspects of game development across multiple formats including initial concept, game design, management, programming, graphics, production, sound effects, music and tools. The company has produced titles like Agent Armstrong (for Virgin Interactive Entertainment), B-Movie (for GT Interactive Software) and Galaga: Destination Earth (for Hasbro Interactive) company is currently working on next generation architecture, such as the Playstation2 and X-Box, for its new range of 'connected' products to be announced soon.

King of the Jungle is a subsidiary of the global UDS Entertainment group with headquarters in Sweden and 110 employees in Europe.

About UDS:

UDS, Unique Development Studios AB, was founded in 1997 and is today one of Scandinavia's leading developers of computer, video and console games. UDS has approx. 110 employees at its offices in Norrkoping, Stockholm, Gothenburg and in Britain. UDS is owned by its founders and employees, and by Slottsbacken Venture Capital, Nordico Invest, Banc of America, The FKF Pension Fund, Metropolis Technology Investments (MTI) and other institutional investors.

UDS has well established partnerships with many of the leading game publishing companies in

the world and recently received its largest order ever – for 2 MUSD for a computer game called "Core" to be distributed by German publisher CDV all over the world.

GlobalFun, which is a fully-owned subsidiary of UDS, develops and supplies interactive entertainment products for the world market, e.g. via its own en "gaming community" on the Internet. GlobalFun will also market UDS-developed games for digital TV and cellular phones. The UDS group also contains AddGames, which markets and distributes ad-financed computer games ('advertiament') for the world market.

The world market for computer games is expected to grow by more than 70 per cent and be worth 86 billion US dollars by 2006 (Informa Media Group). The market for online games is expected to increase to 6 billlion US dollars within four years. Entertainment via the mobile phone will overtake information and communication to become the most lucrative mContent revenue stream globally in 2005 (Datamonitor).

About Eidos:

Eidos was founded in 1990 and is now a public entertainment software company, listed in both the London stock exchange and on the Nasdaq. Eidos has 583 employees world-wide (including more than 250 developers) together with access to a further 650 developers at associated companies. Turnover for the year ended 31 March 2000 was £194.8 million (1999: £226.3 million).

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