



**Pressrelease
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Digital Illusions CE AB (publ.)**

Digital Illusions contracted to develop interactive game based on popular kids entertainment brand

Leading game developer Digital Illusions (DICE) has signed another contract with Vivendi Universal Publishing, to develop a Game Boy® Color title featuring a well-known franchise. Financial details were not disclosed.

Digital Illusions has been appointed as the developer for a Game Boy® Color game – for kids ages seven and up – based on a very popular toy property. The game, scheduled to ship in fall 2001, is being developed by Digital Illusions Canada and will be published by Vivendi Universal Publishing.

- That Vivendi Universal Publishing once more has chosen to work with us on such an acclaimed license reflects the credibility Digital Illusions has gained as a developer. We are also very happy to deepen our relationship with Vivendi Universal Publishing, said Patrick Soderlund, CEO Digital Illusions.

About Vivendi Universal Publishing

Vivendi Universal Publishing, the publishing division of Vivendi Universal, the world's second-largest communications group, holds leading positions in all areas of content creation, from literature, reference, education, to games and consumer press (where it is a major player in France with the Express-Expansion and l'Etudiant groups). In the global publishing market, Vivendi Universal Publishing, the n°3 worldwide, is the only international publisher with a truly global reach. It is present in four key language areas (English, French, Spanish, Portuguese) and has strong local brands (Nathan, Larousse, Houghton Mifflin, Knowledge Adventure, Anaya, Atica, Scipione...). With its 3 studios (Blizzard Entertainment, Sierra and Universal Interactive), it is one of the worldwide leaders in games on PC. Through a policy of digitizing content, geographical diversity of operations, and wide-ranging expertise in content creation, Vivendi Universal Publishing is pursuing a strategy of multi-platform distribution, expanding its markets and providing its local brands with a doorway to the global market.

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About Digital Illusions

*Founded in 1992, Digital Illusions is an award-winning developer of interactive entertainment based in Gothenburg, Sweden, with offices in Stockholm and London, Ontario Canada. The company has more than 150 employees and develops both PC and console-based games. Recent titles include Blast Lacrosse for the PlayStation, Rally Masters™ for the PC and PlayStation® video game console, Emperor's New Groove™ for the Nintendo GameBoy Color, Motorhead™ for the PC and PlayStation, Disney's Dinosaur™ for PlayStation and NASCAR® Heat™ for the PlayStation. Digital Illusions is listed on the Stockholm Stock Exchange.
Please find more information at www.dice.se*