

Wednesday, February 17, 2010

**Press Release**



**CENTRIC MULTIMEDIA announces its intent to acquire participation in  
CD MEDIA S.A.**

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CENTRIC MULTIMEDIA S.A. informs investors that it intends to change the method of its operation in the digital content product trade and distribution sector. Specifically, CENTRIC intends to participate in the future in this sector indirectly through the acquisition of up to 20% stake in CD MEDIA S.A., the largest company of this sector in Southeastern Europe.

This action is part of CENTRIC's broader plan aiming at focusing on the rapidly growing sector of online entertainment, in which the company has been actively engaged since 2007 and which constitutes today the main part of its activities. Furthermore, CENTRIC's management firmly believes that this action serves in the best way possible the Group's strategic goals, while at the same time ensures the longevity of a traditional activity, which today represents only 1% of the consolidated turnover.

CD MEDIA has more than 17 years experience in the trade and distribution of home entertainment games software and hardware. Since its inception, its operations grew rapidly, and today it holds a leading position in Greece. Through its subsidiaries, Best Distribution in Romania and Goodtones Great Games LTD in Cyprus, as well as the partner companies in Serbia, Montenegro, FYROM, Croatia, Slovenia and the offices in Bulgaria, CD MEDIA is one of the largest companies of its sector in Southeastern Europe. CD MEDIA is the official representative for Greece of the largest firms globally: Ubisoft (Balkans), Take 2 Interactive, Capcom (Cyprus and Balkans), Logic 3 (Spectra Video), Microsoft (Xbox, Xbox 360, Games for Windows) and Blizzard (Greece, Cyprus & Malta), while it provides services of distribution and back-office support to Electronic Arts Hellas.

In 2009, the turnover of CD MEDIA amounted to €23.7 million, EBITDA to €3.1 million and profits before tax to €1.6 million.

CENTRIC is listed in the Athens Exchange, and as of 2007 has invested in online entertainment companies, focusing on the provision of services in Southeastern European languages, aiming at becoming one of the largest players of this market. It has also been engaged in the past 16 years in the import and trade of digital content products and services, among which Disney, Square/Eidos, Konami, Koei, Sony and Microsoft products, through significant agreements with game manufacturers. In the nine months of 2009 the Group recorded a 29.5% (€546.7 million) increase of the consolidated turnover compared to the same period last year.

CENTRIC will keep investors updated with regard to the development of the negotiations and the terms of the intended participation in CD MEDIA.

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**About CENTRIC**

CENTRIC's core activity is to participate in European companies which manage and promote online sports betting and gaming sites. Its subsidiaries cooperate with Sportingbet PLC in the exploitation of "Sportingbet", "VistaBet" and "LexPoker" brands, as well as with Worldspreads in the marketing of financial spreads website "www.spreads.gr". In addition, the Company is also involved in the trade of digital content products and services.

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