



**PRESS RELEASE  
22 APRIL 2008**

**DIONIC GROUP ORGANIZED  
ACTIVISION'S INTERNATIONAL CONFERENCE OF ITS AGENTS**

On 22/4/2008, Activision's global representatives conference, which was organized by the Home Entertainment business unit of DIONIC GROUP in Greece, in a hotel at Asteras, Vouliagmeni, was completed with success.

Representatives and executives of Activision from European, Middle Eastern and African countries took part in the conference, while, during the three-day event, the participants had the chance to get to know the new innovative products of Activision, as well as to exchange opinions regarding the international markets in which they transact.

DIONIC has accepted warm congratulations for the perfect organization of the conference both from Activision's executives and by the participants, who expressed their wish for the conference's organization in our country every year.

Organizing successfully the conference of Activision, the second largest videogames producer in the world, significantly contributed to both the promotion of the wide range of DIONIC's technological products and services and the establishment of the company's position as one of the most important companies representing and distributing branded products of international houses in the Greek market. At the same time, DIONIC Group's decision to organize and administer Activision's event, suggests the confidence, acknowledges the up to the present offer and highlights the capacities a Greek company has in assuming and successfully implementing conferences for its important suppliers, by confirming, at the same time, its strong and long lasting cooperation with international companies.

The organization of high prestige meetings in the industry indicates the strong interest DIONIC Group has in reinforcing its position in branded product representation and distribution, while it is the capstone of its consistent quality product presence in the Greek market.