



**PRESS RELEASE  
DECEMBER 3, 2008**

**DIONIC SIGNS AN AGREEMENT WITH ACTIVISION BLIZZARD FOR THE  
EXCLUSIVE DISTRIBUTION OF THE "VIVENDI" PRODUCTS IN  
THE GREEK MARKET**

**DIONIC SA** announces that within the scope of the Group's core activity in the trading and distribution sector, as of January 1<sup>st</sup>, 2009 it will commence the exclusive distribution of the "**Vivendi**" series of **Activision Blizzard Inc.**, as its official representative.

Activision Blizzard Inc. is the result of the merger between Activision Inc. and Vivendi Blizzard Inc. This is a merger that has shaken the Videogame industry since as a result of this merger, emerged the largest Online and Console Game Publisher. As a reminder DIONIC SA already has an agreement for the distribution of Activision products, and due to the successful course so far, DIONIC was chosen to be the exclusive distributor of the "Vivendi" product series as well, which represent a key part of Activision Blizzard Inc.

Activision Blizzard's product mix encompasses a substantial range of games for all ages from the most famous studios around the world. Products such as Call Of Duty, Ice Age, Spiderman, Star Wars, Guitar Hero, James Bond are a few of the internationally acclaimed brands managed by Activision Blizzard, which guarantee its devotion to creating quality products with high standards and demanding requirements

This new agreement ensures once again the quality of the services offered by DIONIC Group in the trading and distribution sector, establishing DIONIC as the preferred supplier of large scale international manufacturers of the broader consumer products industry and especially the home entertainment industry, which is today a key business unit of DIONIC Group.