



SerieZ meets SerieA

The Italian version of the world's leading online football management game has launched with the top Italian football club AS Roma.

London – May 2004

AS Roma and Cat Games announce the agreement to run the football management game SerieZ on the web community AsRoma.it

A.S. Roma and Cat Games, the online games company, have signed a co-marketing agreement in which the online football game Serie Z will become part of the community offering on the website of top Italian Serie A football team, AS Roma - www.asroma.it.

SerieZ is an irreverent, ironic game in cartoon-style, based on Cat Games's market-leading English language game, SundayLeague.com. The game is free to play. On signing up, every user is assigned a fictional squad of players and assumes the role of the manager of the team.

A manager can buy, or sack players, choose the formation, tactics, style, the aggression levels from pansy to psycho and more. Each season lasts about 45 days, continuing year-round, with prizes for the winners.

Jeffrey Lee of Cat Games said: " We are proud to collaborate with a great club like Roma. We are sure that this partnership will increase the popularity of the game, which is unique of its type."

AS Roma staff said: "Certainly the collaboration with Cat Games over SerieZ will bring some humour to the football world, increasing the usage of our website, and its interactivity, especially with the game's extensive forums, messaging and chat."

Ends

For more information please contact Jeffrey Lee at Cat Games on 07932 759 641 or via e-mail, jeffrey@catgames.com

About SundayLeague

Sunday League is produced by Cat Games, a private limited company based in Tottenham, London.

Sunday League has online partnerships with a host of Premiership Football Clubs, including Manchester United, Arsenal, Liverpool, Chelsea, Aston Villa, Newcastle Utd and Spurs amongst others.

Sunday League has further online partnerships with Skysports.com, ITV.com PTV and Talksport

Sunday League is available in English, Spanish, German, Italian, French, Portuguese, Dutch and Korean.

SundayLeague has attracted advertising and sponsorship from companies such as Coca Cola, Philips, Electronic Arts, Betfair and many more.

SundayLeague has created extensive online communities, which are constantly interacting with each other - and with Cat Games

CAT Games was commissioned by the NHL to produce a similar management game applied to Ice Hockey, which is available on the official NHL website.