



## **FootduDimanche kicks off in France**

**London – June 2004**

*The French version of the world's leading online football management game has launched.*

CAT Games, producers of [www.sundayleague.com](http://www.sundayleague.com), the cult online football management game, have launched the French version of the game [www.footdudimanche.com](http://www.footdudimanche.com) to coincide with the EURO 2004 championship.

The irreverent, humorous game has launched on an unrivalled network of French football sites including Sport4Fun, Winamax and a number of top flight football clubs.

SundayLeague has over 1.3 million managers on its English language version, with games running on almost all of the top UK football club websites and football portals.

The FootDuDimanche launch was brokered by Cat Games' French marketing partners, ... French versions of Cat Games's other products, including upcoming entertainment games are also envisaged.

Jeffrey Lee, Marketing Director of CAT Games says:

'Despite the brutal treatment of the England football team by France, this launch is a well-timed and significant step forward for Cat Games. FootDuDimanche is our first major expansion into the substantial French market. With SundayLeague also available in German, Italian, Spanish, Portuguese, Dutch and Korean, we think that similar agreements will help SundayLeague become a worldwide phenomenon.'

Michael Collins, French Distributor says:

'FootDuDimanche is a unique newcomer to the French online football scene - it is entertaining premium content and the English version has a proven track record in partnership with the UK's leading football organisations. We are sure that it will prove very popular with a French-speaking online audience.'

SundayLeague is free to play, with certain options like training, challenge matches, and player transfers requiring game credits. Game credits can be earned by loyal managers, given away by sponsors, or purchased from as little as £1.50 via SMS.

Ends

For more information please contact Jeffrey Lee at Cat Games  
on 07932 759 641 or via e-mail, [jeffrey@catgames.com](mailto: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 almost every Football League and Premiership Football Club, including Manchester United, Arsenal, Liverpool, Chelsea, Aston Villa, Glasgow Rangers, Newcastle and Spurs amongst others.

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

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

SundayLeague has attracted advertising and sponsorship from top brands 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. This is the market-leading [www.seniorleaguehockey.com](http://www.seniorleaguehockey.com), available via the official NHL website.