



Press Release

3 Sept 2001

**Bits Corp sells “Die Hard” European distribution rights
to Vivendi Universal Interactive Publishing**

As announced on 8 May 2001, Bits Corp plc (“Bits Corp” or the “Company”), a leading UK developer of video games software for major console platforms, signed an agreement with Fox Interactive to develop and co-publish a video game under the ‘Die Hard’ licence for the Nintendo GameCube. At that time, Bits Corp was also granted extended European distribution rights, encompassing 55 territories, to that game along with the rights to create versions for other next generation game consoles.

The extended European distribution rights to the ‘Die Hard’ game have now been bought by Vivendi Universal Interactive Publishing International SA (“Vivendi”). Vivendi already holds the distribution rights for all other territories including the US.

Foo Katan, CEO of Bits Corp said: “Previous versions of the Die Hard game, created by other games developers for existing games consoles, sold a combined excess of 3 million units. Vivendi is strategically the right partner for a game of this calibre and commercial potential and we are very excited about working with them. They are also an obvious choice given that they already hold the distribution rights outside Europe.”

Michael Fuller, International Marketing Director of Vivendi, said: “The samples of the game we have seen so far have been most impressive. This version of the ‘Die Hard’ game features a new and original story line with innovative and challenging gameplay as well as impressive graphics. ‘Die Hard’ is historically a very successful franchise and we hope to see the same degree of success with the new game for the Nintendo GameCube.”

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Notes to editors:

Bits Corp plc (www.bitscorp.com)

Bits Corp has developed several successful games under both proprietary and licensed titles including R-Type DX (Nintendo Gameboy™) and the highly acclaimed and award-winning Warlocked (Nintendo Gameboy™ Color). The Company's other signed games include a game intended for another next-generation platform codenamed 'Thieves World', to be released in 2002.

Over the past two years, Bits Corp has focused on software technology enabling it to design and produce games for the next generation games consoles, whilst avoiding dependence on a particular platform. In addition, a significant proportion of the Company's resources have been invested in the development of game software engines allowing Bits to create new products efficiently and reduce the time to market.

Vivendi Universal Publishing (www.vivendiuniversalpublishing.com)

Vivendi Universal Publishing is a leading multi-content and multi-platform publisher worldwide. The Company has 22,000 employees and 300 brands in 40 countries and aims to become the unchallenged leader in each of its operating sectors - Games, Education/ Literature, Health and Information. VU Publishing had 2000 pro-forma revenues of 3.6 billion euros. A leading publisher of online and PC and Console-based interactive content, the Company's portfolio of entertainment software brands includes Blizzard Entertainment, Flipside.com, Sierra and Universal Interactive Studios. Interactive entertainment is one of parent company Vivendi Universal's key content areas, along with Movies, Music and other Publishing activities.