



DEEP SILVER

## PRESS RELEASE

Hermosa Beach, Calif./USA, 30 April 2008

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For queries please contact:

Cathy Tische  
Deep Silver, Inc.  
2615 Pacific Coast Hwy, #225  
Hermosa Beach, CA 90254  
USA  
Phone: +310 798 7200  
Cathy.tische@deepsilver.com

Kate Hedstrom  
Michael Meyers Public Relations  
+ 925 551 8181  
kate@mmpr.com

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### ***Koch Media Opens North American Subsidiary***

#### ***Deep Silver, Inc. a multi-platform games publisher***

**Hermosa Beach, Calif.—April 30, 2008—**Deep Silver, Inc., a publisher of interactive entertainment software for PC and consoles and a wholly-owned subsidiary of Koch Media, today announced the opening of their office in the Los Angeles metro area. The office will serve as headquarters for US sales and marketing activities, as well as North American developer relations.

"The opening of our United States office represents an important milestone in the development of Koch Media," commented Dr. Klemens Kundraitz, CEO of Koch Media. "In the last five years, Deep Silver was able to successfully position itself as a quality brand, and now enters the North American market with its own branch office. With a presence in the USA, we can market our own products more efficiently, all over the world."

"Opening an office in America means establishing Deep Silver in the world's largest market for games," said Cathy Tische, vice president of sales and marketing at Deep Silver. "The geographical location right in the center of the American games industry is ideal for future growth, and for building a network of business partners."

Deep Silver, Inc. is located at 2615 Pacific Coast Highway #225, Hermosa Beach, CA 90254-2250, USA.

In the past years, Koch Media recorded continuously growing sales. The overall turnover of the entire Koch Media group grew by double-digit percentages each year. The Koch Media group's annual sales volume for the year 2007 came to € 231 million. In 2007, Deep Silver Vienna was founded as the first own development studio; the focus is clearly

on own brands and multi-platform products with global market potential. The US expansion reinforces Koch Media's position as a leading independent publisher.

**About Deep Silver**

Deep Silver develops and publishes interactive games for all platforms. The Deep Silver label means to captivate all computer and video gamers who enjoy and share a passion for thrilling gameplay in modern game worlds. Deep Silver works with its partners to achieve a maximum of success while maintaining the highest possible quality, always focusing on what the customer desires. Deep Silver products are designed to equally appeal to professionals and beginners, children and adults.

Deep Silver has published around 40 games since 2003, including the most successful adventure of 2006, Secret Files: Tunguska, the bestseller ANNO 1701 (co-published with Sunflowers), the challenging CrossworDS knowledge puzzle game, the horse simulation Horse Life DS, and the soccer MMO World of Soccer Online. Current developments include Warhammer® - Battle March™ (in cooperation with Namco Bandai), the action role-playing game Sacred 2: Fallen Angel (in cooperation with Ascaron), S.T.A.L.K.E.R. - Clear Sky, the sinister Chernobyl shooter for PC, and the new game from the Piranha Bytes team. Deep Silver's own developing studio Deep Silver Vienna opened in 2007. For more information please visit [www.deepsilver.com](http://www.deepsilver.com)

Koch Media is a leading producer and distributor of digital entertainment products (software, games and movies on DVD). The company's own sales activities, marketing and distribution extend throughout Europe, and it has formed strategic alliances with numerous software and games manufacturers: Ascaron, Braingame, D3P, G-Data, Gamelife, Kaspersky Lab, Lexware, Namco Bandai, Pinnacle, Square Enix, Sony Online Entertainment, System3, etc. Headquartered in Planegg near Munich/Germany, Koch Media owns publishing and distribution branches in Germany, England, France, Austria, Switzerland, Italy and the USA. [www.kochmedia.com](http://www.kochmedia.com)

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