

**PRESS RELEASE**

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## ***Koch Media to launch new Nordic office***

Koch Media, a leading publisher and distributor of digital entertainment products, today announced the launch of a new Nordic office to be headed up by industry veteran Martin Sirc.

Directly supported by Koch Media's UK office, the Nordic Sales and Marketing office will look to open key accounts in the region and focus on Koch Media's own Deep Silver publishing label.

Martin Sirc will fulfil the role of General Manager Nordic and has vast experience in leading sales and marketing campaigns having worked for a host of top companies such as Maxell, Commodore and Escom. Martin was also responsible for establishing Atari's Nordic office in 1998.

'The Koch Media Group has had tremendous growth over the recent years and the fact that it now covers the entire value chain from development to distribution makes it one of the most exciting companies in the entertainment industry today,' enthused Sirc. 'Nordic is a challenging territory but has a great potential for the Koch Media Group and it's a privilege to take the lead in the establishment of the Nordic business unit'.

Koch Media Managing Director Craig McNicol welcomed Martin on board stating that "the Nordic market is one of strategic importance to Koch Media. We are focused on initially supporting our own Deep Silver products and with Martin onboard feel we have the right man to achieve this."

For more about Deep Silver, Koch Media's games label, please visit [www.deepsilver.com](http://www.deepsilver.com).

**About Deep Silver**

Deep Silver develops and distributes 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, Spain and the USA. [www.kochmedia.com](http://www.kochmedia.com)