

## **PRESS RELEASE**

### **Palzoun & daVinci present Bang! The videogame.**

*The best selling western party game in the world becomes a videogame. The prize-winning Italian classic with its one-of-a-kind design will be previewed in Lucca at C&G 2009.*

**Rome**, 29 October 2009

The spirit of this great Italian western has already conquered more than half a million players around the world. **Bang!** is one of the best loved and most renowned games ever, even outside the rarefied circles of dedicated board-gamers.

At long last, **Bang!** will be available in **videogame** format. The game's identity and design will remain unaltered. However, the company will take advantage of its electronic format to further enhance its playability and level of entertainment, with even simpler rules, a thrilling pace and extreme multi-platform interaction.

Palzoun Entertainment is daVinci Editrice's partner and the game's producer. The company firmly believes that the artistic, creative and technical skills available in Italy are among the best in the world, and has entrusted the development of this game to a wholly Italian company: SpinVector. This company is on the cutting edge in terms of the most innovative applications, right on the cusp between the virtual and the material.

Palzoun Entertainment and daVinci Editrice have decided to preview the development of the game at Lucca Comics & Games 2009.

**daVinci Editrice** produces strategy and family games, including the all-time classic BANG!. Co-founder of Giochi Uniti - one of the largest distributors in Italy - daVinci's highly prized and renowned products are available both in Italy and abroad.

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**Palzoun Entertainment** is the leading producer of multiplatform videogames using a cinematographic business model in Italy. It purchases licences, creates projects and IPs, funds third parties, enters into strategic partnerships and oversees commercial dealings with international distributors.

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**SpinVector** is an pioneering Italian company that creates high-tech multiplatform games and installations, right on the cusp between the virtual and the material. Its achievements are the result of ongoing technological research in 3D computer-graphics, augmented reality and interactivity.

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