



War Inc.: Another strategic acquisition in Free-to-Play video games

The Cybergun Group announces its acquisition of 50% of the rights to the Free-to-Play video game, "War Inc. Battlezone", an online multiplayer combat simulation game. The game is now available in open Beta version here: <http://www.thewarinc.com/>

"War Inc. Battlezone" is a third-person shooter for PC based on the new Free-to-Play model which allows for digital distribution and an in-game revenue stream through paid options to personalize play and buy additional items (e.g., weapons, ammunition, experience points).

This strategic investment is an excellent opportunity not only for Cybergun's video games business, but also for the sales of its retail products. In effect, War Inc. Battlezone will feature replica weapons from Cybergun's catalogue, prompting players to use and buy its products. This will increase Cybergun's impact wherever the game is offered—which is to say, practically worldwide.

This acquisition strengthens the Cybergun Group's portfolio of rights and confirms the success of its integration of the real and digital worlds through a wide range of products.

Alongside this news, Jérôme Marsac, Chairman and Founder of Cybergun, said: "We operate in a digital entertainment market that every day offers incredible opportunities for growth and value creation. At the same time, sales in our core business remain very strong, in line with our annual targets, assuring us of our capacity to exceed, as projected, the €100 million mark in revenues this year."

The Cybergun Group will announce its revenue for the first half of 2011 (April –September 2011) on October 11, after market close.

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About Cybergun: www.cybergun.com

Listed on NYSE Euronext Paris, Cybergun is a world leader in recreational shooting. The Group's revenue has grown at an average annual rate of nearly 20% for the past 15 years. In 2010, Cybergun posted €73 million in revenue, with 54% generated in the U.S. and 36% in Europe. Qualified as an "innovative enterprise" by French agency OSEO Innovation, Cybergun is eligible for investment from French innovation-focused funds (FCPI). Cybergun's stock is included in the CAC Small index.

Cybergun stock: FR0004031839 – CYB
Cybergun bond 8% / OCT16: FR0010945725 – CYBO

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