



## **REAL MADRID SOCCER 2009 GOES TO YOUR MOBILE PHONE**

Madrid, February 16th. Real Madrid, according to its leadership and innovation strategy in mobile marketing, has signed an agreement with Generamobile to develop series of the Club official mobile game over the coming months.

Armed with the latest technology in terms of functionality, this series of games (the first: *Real Madrid 2009 Soccer*, recently released), will be distributed globally, through distribution agreements for mobile content that Real Madrid signed with the main market agents.

Like this, Real Madrid hopes to position itself as a leader in the sports media market, releasing soon to market the most innovative products allowing communication with their fans in new environments.

In this way, Real Madrid has just released its new global Official Product *Real Madrid Soccer 2009*, undoubtedly one of the best football simulators for mobile phones on the market. With a spectacular 3D environment and applied to a real ball physical, it allows users to play in the best stadiums of the world, choose the selection for each match and the weather too.

*Real Madrid Soccer 2009* contains different control modes to entertain both casual and the most demanding players. Play with Raul, Casillas, Sergio Ramos, Robben, Guti and other players in your favourite team and compete to win the World Football League.

