

PRESS RELEASE

For Immediate Release

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Blue Byte Software teams up with SMP

SCHAUMBURG, IL, May 15, 1997 -- Blue Byte Software Inc., a worldwide interactive PC CD ROM entertainment company, welcomed aboard Strategic Marketing Partners (SMP) as representatives of their line of computer entertainment software to retail chains and distributors throughout the United States and Canada. In addition to Blue Byte Software, SMP's clients include Lucas Arts and Eidos Interactive to name but a few.

Blue Byte Software's presence in the North American market should grow significantly with SMP's sales force of nine (9) dedicated and experienced people. Beth Rodgers, Sales & Operations Manager for Blue Byte Software Inc., states "We are genuinely excited to have teamed up with a group of professionals whose excellent reputation and ability to achieve impressive results is an obvious match for Blue Byte's award winning product line."

Extreme Assault, launching August 1, 1997, will be the first title SMP will represent for Blue Byte Software Inc. Ms. Rodgers is confident that the two

companies will work well together on this and many more titles in the future.

Blue Byte Software was founded in Europe in 1988. The company has established itself as one of the most influential PC game production companies in Europe, producing such hits as Jimmy Connors Pro Tennis Tour, The Battle Isle Series, Serf City (The Settlers), multi-award winning The Settlers II, Albion and Archimedean Dynasty.

The American Headquarters, founded in October 1995, is located in Schaumburg, Illinois and the European Headquarters is located in Mulheim, Germany. Blue Byte is moving forward with existing products and new products in development and is on track to achieve its main goal - to become the pre-eminent provider of high quality entertainment software worldwide.

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