



**SBK<sup>®</sup> 2011**

**Black Bean Games Announce Their First Official Trailer And Brand  
New Website:**

**[www.sbkthegame.com](http://www.sbkthegame.com)**

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**Varese, 17<sup>th</sup> March 2011** – Leading publisher Black Bean Games proudly announced today that the SBK<sup>®</sup>2011 website is now live: [www.sbkthegame.com](http://www.sbkthegame.com)

Fan and bike enthusiasts waiting for the videogame due to release May 2011 for PlayStation<sup>®</sup>3, Xbox360<sup>®</sup> and PC, can now begin their fully renewed gaming experience discovering brand new assets with tons of graphics and gameplay improvements as well as all the technical details and new contents that make SBK<sup>®</sup>2011 an outstanding title in the racing genre.

The first official launch trailer of the Milestone developed videogame has also been released and provide fans of the genre with a taste of things to come; from exhilarating speed and realistic physics to just plain fun and entertainment, getting them ready to race in the ultimate two wheels racing game available on the current generation consoles.

Bookmark and visit [www.sbkthegame.com](http://www.sbkthegame.com) to prepare for the race of your life!

### **About Black Bean Games**

Founded in 2004, Black Bean Games is the videogame publishing arm of the Leader Group ([www.leadergroup.eu](http://www.leadergroup.eu)). Leveraging 25 years of market expertise and knowledge, Black Bean Games relies on a global publishing strategy of original IP and strong licenses to create unique videogame experiences for all video game console systems and PCs. The philosophy adopted by Black Bean Games focuses its releases in two genres: Racing and Family & Lifestyle. The 2010 line-up has International appeal thanks to powerful IP based on such prestigious licenses as Nat Geo Quiz: Wild Life!, Get Fit with Mel B, SBK<sup>®</sup>X and the exclusive WRC World Rally Championship. For further information about Black Bean Games and its products please visit [www.blackbeangames.com](http://www.blackbeangames.com).

### **About Milestone**

Founded in Milan in 1996, Milestone S.r.l. is the biggest Italian developer and it is recognized worldwide as the leading Italian Studio of interactive entertainment software specialized in racing videogames. In 2002 Milestone S.r.l. became part of the Leader Group. An obsessive desire for quality combined with an elaborate attention to detail have always been the trademarks and philosophy of the company. SBK<sup>®</sup> Superbike World

Championship series is a clear example. Milestone is developing products for current and next gen platforms:  
[www.milestone.it](http://www.milestone.it) / <http://blog.milestone.it>

### **About Infront Motor Sports**

Infront Motor Sports became part of the leading international sports marketing agency Infront Sports & Media based in Switzerland in May 2007. The company is one of the leading promoters in motor sports and was originally founded in 1975 by Maurizio Flammini.

Since 1989 the Rome-based organisation has been the promoter of the FIM Superbike World Championship, sanctioned by the Fédération Internationale de Motocyclisme (FIM), in addition to the FIM Supersport World Championship and the two support classes, the Superstock 1000 FIM Cup and the UEM European Superstock 600 Championship.

The organization has its origins in sport and can boast a wealth of experience - thirty years - alongside the most important institutions and national as well as international federations. Infront Motor Sports' commitment exalts the great value of sport as an occasion for getting together and as a vehicle for communication.

The FIM Superbike World Championship® today represents, together with Formula 1 and MotoGP, one of the three global products of world motor sport, a heritage of undisputed value for the fans and an exceptional marketing and communications vehicle for the manufacturers and associated firms.

In 2010 the SBK Superbike World Championship® achieved the following: more than 2 billion worldwide television viewers live broadcasts on 98 television networks covering 176 countries, over 3.100 broadcast hours, over 1,000,000 race spectators, over 4 million Internet site unique visitors on [www.worldsbk.com](http://www.worldsbk.com).

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