



BEIJING 2008™ - THE OFFICIAL VIDEO GAME OF THE OLYMPIC GAMES RELEASING IN SUMMER 2008

LONDON (January 10th, 2008) – SEGA® Corporation today announced an exclusive partnership with International Sports Multimedia (ISM), exclusive licensee of the International Olympic Committee (IOC) to develop *Beijing 2008™ - the Official Video Game of the Olympic Games*. The game is being developed by Eurocom Entertainment Software for the Xbox 360® video game and entertainment system, the PlayStation®3 computer entertainment system, and for PC. The online functionality of all of these platforms will ensure that for the very first time, fans of the Olympic Games will be able to experience the thrill of competing against other gamers across the globe in the world’s greatest sporting event. *Beijing 2008 – The Official Mobile Phone Game of the Olympic Games™* is also in the works and will be available summer 2008.

Beijing 2008™ will be an authentic simulation of over 35 events from the upcoming Beijing 2008 Olympic Games and will allow gamers to experience the thrill of competing in many of the official venues ranging from the famous Beijing National Stadium (the “Bird Nest”) to the National Aquatics Centre (the “Water Cube”).

In addition, *Beijing 2008™* will incorporate innovative control schemes that allow novice gamers to learn how to play the game, while providing experienced gamers the chance to set new records. Superb online gameplay, and a variety of game modes never seen in an official video game of the Olympic Games before, *Beijing 2008™* will be the new benchmark for the sporting genre and truly allow gamers to experience the “Olympic Spirit”.

“*Beijing 2008*TM will set a new standard for sports games in this genre.” commented Hugh Binns, Director of Eurocom Development Ltd., developers of *Beijing 2008*TM. “With a huge number of events, innovative control schemes to benefit new and experienced gamers, online multiplayer modes providing hours of entertainment and stunning high definition graphics, *Beijing 2008*TM will be a fantastic experience.”

“After the successful launch of Mario & Sonic at the Olympic GamesTM, we are delighted to announce the official video game of the Beijing 2008 Olympic Games,” stated Gary Knight, Marketing Director of SEGA Europe Ltd. “Combining an enjoyable game with a truly global sporting license will provide a fantastic sports game experience for gamers everywhere”.

“Extending our relationship with SEGA to include the Official Video Game of Beijing 2008 strengthens the opportunity to build upon the success of the children’s character game, Mario & Sonic at the Olympic Games. We feel certain that SEGA will further the success of Athens 2004TM, thereby delivering what will be an outstanding, quality gaming experience”, stated Raymond Goldsmith, Chairman & CEO of ISM.

Boasting over 35 events, an authentic look and feel, superb online gameplay, brand new control schemes, and a variety of game modes never seen in an official video game of the Olympic Games before, *Beijing 2008*TM will be the new benchmark for the sporting genre and truly allow gamers to experience the “Olympic Spirit”.

*Beijing 2008*TM for Xbox 360, PlayStation 3 and PC is set for release in the summer of 2008. Further information relating to the content of the game will be available over the coming months from the official website of the game – www.olympicvideogames.com.

For all press assets please visit www.sega-press.com .

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About SEGA Corporation:

SEGA® Corporation is a worldwide leader in interactive entertainment both inside and outside the home, encompassing consumer business, amusement machine sales and amusement center operations. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Inc. SEGA Corporation's Web site is located at <http://sega.jp>.

About ISM:

ISM is active in managing and developing entertainment software applications. In addition to the exclusive interactive entertainment software rights ownership of the Olympic Games, ISM is one of the world's leading providers of sports fantasy games, particularly specializing in the football/soccer sector. Visit the company's website at www.ismltd.com

About Eurocom Entertainment Software:

*Beijing 2008*TM is being developed by Eurocom, known for their previous work on the official video games of Pirates of the Caribbean, Batman Begins and Athens 2004TM. Eurocom was founded in 1988 and has evolved into a world leading developer of cutting-edge console games based on high profile franchises and movies. Eurocom's development team comprises of 280 highly experienced and talented staff, based in Derby in the UK. Further information on Eurocom can be found at <http://www.eurocom.co.uk>.

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