



Title: The Club
Developer: Bizarre Creations
Format: XB360, PS3, PC
Genre: Arcade Action shooter
Release date: Late 2007

The Club mixes the best elements from action shooters with arcade accessibility, the pace of racing games and a story structure based on fighting games. Players will choose from a selection of characters to fight in a shadowy underground blood-sport controlled by a faceless, obscenely wealthy and influential elite – *The Club*. Each character has their own reason for risking their life to “beat” *The Club*. Some are driven by greed, some are driven by a higher purpose, and some are driven by pure insane bloodlust.

THE CLUB

Background and History

Countless rumours persist about the origins of *The Club*, but few facts are known. Many members like to believe that its beginnings can be traced back to the infamous Hellfire Club of 18th century London, others believe it originated during the Napoleonic Wars, whilst some declare that the four signatories of the US Declaration of Independence were founder members of an early incarnation of *The Club*, using African slaves as the source of cheap fodder for the tournament battles.

Rumours also exist about the spread of *The Club* with fingers pointing to South American branches said to have been set up by an influx of German immigrants in the aftermath of World War Two.

Drug lords. Mob bosses. Dotcom billionaires. Rock stars. Presidents. International arms dealers. World leaders. Dictators. Media Tycoons. Ultra-rich Russian oligarch neo-

capitalists. Hollywood superstars. Third World warlords. CEOs of multinational giants. Aristocrats and royalty. They all rub shoulders in **The Club**, the most exclusive and secretive organisation in the world, sharing a taste for blood and a belief that their wealth and power places them above and beyond the reach of normal laws. The entry fee is astronomical, and membership is for life; once you're in The Club, you can't leave.

The internet and advances in global communications have revolutionised the business of **The Club**. In a previous era, members had to gather in secret at the arena locations to witness the combats in person. Now, making use of communications technology – private communications satellites, ultra-secret internet domains and live links hidden behind any number of hacker-proof firewalls – owned by various senior Club figures, members can watch the action from any number of secure clubhouses dotted around the world, or even from the comfort of their own homes or private yachts, jets etc. Gambling is the main activity of **The Club** and the organisation takes a cut of all the betting action to cover the substantial costs incurred in running these tournaments at all their various locations across the world.

The activities of **The Club** are controlled and overseen by The Board of Trustees, whose identities are all closely-guarded secrets. The 'public' face of The Board is the MEMBERSHIP SECRETARY, a Club employee who relays all The Board's decisions to the rest of the organisation.

At its heart **The Club** is about competition and proving you're the best. Be that taking a character through their single player story and "beating" The Club, measuring your scores and times on online leader-boards or defeating your opposition via split-screen or online play.

For more information on **The Club** and other SEGA titles please visit www.sega-europe.com. **The Club** will be released across Europe during late 2007.