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**SEGA BRINGS *YAKUZA 3* TO THE WEST IN RECOGNITION OF
FERVANT FANS**

Toshihiro-Nagoshi's Best-Selling Japanese Title Set to Impress Western Gaming Aficionados

LONDON & SAN FRANCISCO (9th December, 2009) – SEGA Europe Ltd. and SEGA® of America, Inc. today announced that the Japanese smash hit *Ryu ga Gotoku™ 3* will be officially localised for the west under the title *Yakuza™ 3*. Selling over half-a-million copies in Japan, the game has established an ardent fan base in its native land whilst achieving cult status with videogame connoisseurs in the west. SEGA's decision to bring the game to its western territories was heavily influenced by the recognition of *Yakuza's* enthusiastic fan base throughout Europe, Australia and the U.S. *Yakuza 3* will be available exclusively on the PLAYSTATION®3 computer entertainment system in March 2010.

The *Yakuza* series is the brainchild of Toshihiro Nagoshi, one of SEGA's most prolific and successful internal developers. Along with the *Yakuza* saga, Nagoshi is the father of the beloved *Super Monkey Ball* series and has worked on other popular SEGA games such as *Daytona USA*, *F-Zero GX* and *Spikeout*. In his current role as Head of Research and Development, Nagoshi oversees SEGA's internal development teams and imbues his creative flair across their portfolio of titles.

"*Yakuza 3* was one of the most requested titles for localisation by our European SEGA community, so we are delighted to be able to fulfil their wishes with this announcement." said Gary Knight, European Marketing Director, SEGA Europe Ltd. "As well as delving even further into the rich narrative of the *Yakuza* universe, the development team have pushed the PlayStation 3 hardware to the limits to produce a beautiful and startlingly realistic depiction of the Japanese underworld."

Yakuza 3 will feature full English subtitling, whilst retaining the outstanding voice acting from the original Japanese version of the game to create an authentic and immersive experience.

The transition to the PlayStation 3 has allowed SEGA of Japan's CS1 team to add an unprecedented level of environmental detail and realism to the game – a hallmark of the series that fans have come to expect. In this action-adventure sequel, players will take on the role of Kiryu Kazuma to explore rich and realistic environments, take part in a multitude of unique mini-games and experience the deepest combat experience yet. In addition to the familiar Tokyo haunts from the first two games, fans will also discover a completely new setting in the tropical island of Okinawa where, accompanied by his adoptive daughter Haruka, Kazuma is running an orphanage. However, he is allowed no respite in this idyllic retreat and before long he is once again forced to deal with his sordid past.

For more information on *Yakuza 3* please visit www.sega.com/yakuza3. For press assets please visit www.sega-press.com.

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 SEGA® Europe Ltd.:

SEGA® Europe Ltd. is the European Distribution arm of Tokyo, Japan-based SEGA® Corporation, and a worldwide leader in interactive entertainment both inside and outside the home. The company develops 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 Europe. SEGA's global website site is located at www.sega.com.

About SEGA® of America, Inc.:

SEGA® of America, Inc. is the American arm of Tokyo, Japan-based SEGA Corporation, a worldwide leader in interactive entertainment both inside and outside the home. 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's global website site is located at www.sega.com.