



PHANTASY STAR UNIVERSE COMING TO XBOX 360™

SEGA's Epic RPG Franchise Supports Xbox Live

SAN FRANCISCO & LONDON (April 19, 2006) – SEGA® of America, Inc. and SEGA Europe Ltd. today announced that *Phantasy Star™ Universe* will be available on the Xbox 360™. Scheduled for release in Autumn 2006, the highly-anticipated role playing game (RPG) will release on multiple platforms including the PlayStation® 2 computer entertainment system and PC. *Phantasy Star Universe* offers two complete RPG experiences – a single-player action adventure spanning multiple planets, and a robust online multiplayer component that will support Xbox Live®.

Since its humble beginnings in 1988, *Phantasy Star* has revolutionised the RPG genre by creating new standards through innovative gameplay and online capability. *Phantasy Star Universe* offers a compelling story, both offline and online, that rebuilds the foundation of role-playing games with stunning cut scenes, sharply drawn personalities, and a cohesive narrative. This game revitalises the *Phantasy Star* brand heritage while staying true to its roots.

“The reinvigoration of this beloved franchise on the Xbox 360 signifies another step for SEGA towards next-gen leadership,” said Scott A. Steinberg, Vice President of Entertainment Marketing, SEGA of America, Inc. “*Phantasy Star* has a rich history, and now with *Phantasy Star Universe* in support of the Xbox 360 and Xbox Live, gamers can enjoy a fantasy role-playing experience of unprecedented depth both online with their friends, and offline in the robust single-player game.”

Developed by SEGA Studios, *Phantasy Star Universe* offers long-time fans the single-player experience they have been clamoring for. The solo adventure features more than 40 hours of gameplay as well as an emotionally engaging story, stunning cut scenes, and a strong cast of characters with very distinctive personalities. The title's hero is Ethan Waber, a 17-year old cadet

who begins his epic journey by first rescuing his sister at the GUARDIANS, a colony under siege by mysterious life forms known as THE SEED.

In Online Mode, players are given the opportunity to create their own characters from a range of races, as they explore all three planets in the Gurhal system. Fans can travel with their friends as a squad of six adventurers, enter urban sprawls teeming with hundreds of other players, and build their avatars into powerful warriors.

Key Product Features:

- **Epic Story:** Phantasy Star Universe offers a suspenseful single player adventure that fans have been clamoring for.
- **Phantasy Star Brand Heritage:** Since 1988, the franchise has evolved, and produced seven series to date – building itself as one of the most well established RPG franchises.
- **Real-time battles where players choose their own strategies:** Choose from over 200 weapon variations in over 20 weapon categories for melee, technique, or ranged-type combat. Players can also select numerous Photon Arts to defeat enemies.
- **World Class Score:** Soundtrack produced by premier orchestras and vocals from Poland, Hollywood, and New York.
- **Online Gameplay:** Offering the Best of Both Worlds
 - Multiplayer: Create a squad of up to six players to explore the universe and conquer quests.
 - Endless gameplay: In addition to over 40 hours of offline gameplay, gamers can spend endless hours online customising characters, searching for rare items, leveling up, and joining friends for exhilarating new quests.
- **Variety in transportation:** Player-controlled vehicles offer a new type of gameplay for the Phantasy Star franchise.
- **Character Customisation:** Go beyond standard customisation for your character with precise measurements, an endless colour palette, and outlandish outfits.
- **Massive enemies:** Over 70 unique enemy species, totaling over 220 enemy variations.

Phantasy Star Universe will offer a rich and constantly evolving world that will provide months of entertainment to fans of the series and RPG enthusiasts. The game is slated to ship in Autumn 2006.

About SEGA® of America, Inc.

SEGA® of America, Inc. is the American Publishing 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. The SEGA® of America, Inc. Web site is located at www.SEGA.com.

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, 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 Europe. The SEGA® Europe Ltd. Web site is located at www.sega-europe.com.