

FOR IMMEDIATE RELEASE



SEGA RELOADS *THE HOUSE OF THE DEAD 3 AND 4* FOR PLAYSTATION®NETWORK

Two Installments of the Horror Arcade Shooter Coming Exclusively to PlayStation®Network

SAN FRANCISCO & LONDON – January 5, 2012 – SEGA® of America, Inc. and SEGA® Europe Ltd. today announced that legendary horror arcade shooter *The House of the Dead 3*™ will be coming exclusively to PlayStation®Network on February 7, followed by the arcade shooter *The House of the Dead 4*™ this spring. Both titles have been updated with HD graphics, trophies, and complete PlayStation®Move support to give players the full arcade *The House of the Dead*™ experience in their living room. To see the new trailer for the return of these terrifying creature-shooting favorites, visit <http://www.youtube.com/watch?v=dqC1JuUcdNU>

“*The House of the Dead* has always been one of SEGA’s most popular series, and over the years we have worked hard to bring that full arcade experience to console owners,” said Haruki Satomi, Senior Vice President of Digital Business at SEGA of America. “The abilities of the PlayStation 3, as well as PlayStation Move, have let us get closer than ever before. The only thing these titles are missing is a need for quarters.”

Originally released in 2002, *The House of the Dead 3* introduced a number of new elements to the series, including “rescue events,” a shot ranking and grading system that challenges players to shoot both quickly and accurately, and a Boss “cancel” bar that players must fill to fend off devastating attacks. Featuring unique-to-console gameplay mechanics, *The House of the Dead 3* can be played using a PlayStation Move controller or a standard PlayStation controller.

The House of the Dead 4 arrived in arcades in 2005, and its upcoming release on PlayStation®Network will be the first time this extremely rare title has ever appeared on a home console. In addition to the run-and-gun-down-creatures gameplay players had come to know and love, this title introduced hidden

“treasure rooms” that contain score-boosting items, as well as interactive sequences that force players to push away grabby enemies. Watch out for the biters!

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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 Europe’s web site is located at www.sega-europe.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. SEGA’s global website site is located at www.sega.com.

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