



PRESS RELEASE – FOR IMMEDIATE RELEASE

SEGA PRESENTS TOUCH DARTS

Bulls Eye for SEGA as it Announces SEGA Presents Touch Darts for Nintendo DS

LONDON (April 5th, 2007) – SEGA Europe, Ltd. today announced that development is well under way on ***SEGA Presents Touch Darts™*** for the Nintendo DS™. Scheduled to be released across Europe in summer 2007, ***SEGA Presents Touch Darts*** combines individual dart competitions within a stylised playing environment, along with a mixture of amusing multiplayer modes and wildly inspired mini-games. Based upon *Touch Mechanics* original game concept and developed by respected handheld game developers *Full Fat*, ***SEGA Presents Touch Darts*** will be released across Europe in summer 2007 exclusive for the Nintendo DS.

With its stylised look and feel ***SEGA Presents Touch Darts*** grabs darts by the flight and boldly steps up to the *oche*. Players can use the unique touch screen of the Nintendo DS to accurately simulate the throwing of a dart and by drawing the stylus over the touch screen, players will be able to aim their dart and throw it with all the precision of a seasoned pro.

“***SEGA Presents Touch Darts*** is a great fit for the DS: the touch screen, the multiplayer options, the innovative gameplay and the great mini-games make it a fantastic addition to anyone’s DS collection,” said Gary Knight, European Marketing Director, SEGA Europe.

Featuring a roster of outrageous extrovert characters, each with their own unique style, ***SEGA Presents Touch Darts*** has someone for everyone and mini-games for all, with a healthy dash of artistic license thrown in for good measure.

SEGA Presents Touch Darts is scheduled for release across Europe during summer 2007 for the Nintendo DS. For more information on all SEGA games please visit www.sega-europe.com

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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. The SEGA® Europe Web Site is located at www.sega-europe.com.