

SEGA ANNOUNCES *HATSUNE MIKU: PROJECT DIVA F 2nd*

FOR PLAYSTATION®3 AND PLAYSTATION®VITA

The World's Most Popular Digital Singer Makes An Encore Appearance This Autumn

SAN FRANCISCO & LONDON – March 25, 2014 – SEGA® of America, Inc. and SEGA® Europe, Ltd. today announced that *Hatsune Miku: Project DIVA™ F 2nd*, sequel to the ultimate rhythm game featuring the world's most popular virtual singer, will be available for PlayStation®3 computer entertainment system, PlayStation®Vita handheld entertainment system and via digital download on PlayStation®Network.

Hatsune Miku: Project DIVA™ F 2nd features twenty classic songs from the previously Japan-only PSP games making their first debut in the West and twenty brand new songs to the Project DIVA series. In addition to the new songs, the game will feature updated gameplay mechanics and controls, over 80 brand new and remade fan favourite modules, Cross-Save compatibility, Markerless AR Mode and a revamped ranking system that showcases the most popular user generated content to provide gamers the best music game experience on the PlayStation®3 and PlayStation®Vita systems.

“With Hatsune Miku’s increased popularity and the success of the titles we’ve released so far for the franchise, we’re excited to bring the next iteration of this rhythm game to the West,” said John Cheng, President and COO, SEGA of America.

Hatsune Miku is the world's most popular digital singer produced by Crypton Future Media,INC. Her popularity continues to increase in the West and she has close to 2 million dedicated English speaking fans on Facebook. Hatsune Miku is also successful in performing sold-out 3D concerts worldwide and appearing in TV commercials for companies such as Toyota USA and Google.

Hatsune Miku: Project DIVA™ F 2nd is slated for release on PlayStation®3 system, PlayStation®Vita system and via digital download on PlayStation®Network in fall 2014. For

more information about the game, please visit www.sega.com; to download SEGA game assets, please visit www.sega-press.com.

About Hatsune Miku

Hatsune Miku is futuristic voice synthesizer software that is designed to allow users to easily create vocal parts from scratch by just entering a melody and lyrics. The music software was developed by Crypton Future Media, and first released on August, 31st, 2007. After the release, Hatsune Miku quickly evolved into a phenomenon of a highly participatory cyber culture with creating and sharing Miku-related content around the globe. At present, with more than 1,000,000 derivative artworks and 100,000 user-released songs, Hatsune Miku is not only the icon of this ever expanding creative community, but she is also successful in performing sold-out 3D concerts worldwide and appearing in TV commercials such as Toyota USA and Google.

Web site is located at <http://piapro.net/>

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 Windows PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment. SEGA® of America's 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 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 website is located at www.sega.com

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