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**FOR IMMEDIATE RELEASE**

**SEGA ANNOUNCES *VIRTUA FIGHTER 5* FOR XBOX 360**

*Premiere Fighting Game Franchise Makes First Appearance on Microsoft's Next Generation Videogame Console*

**SAN FRANCISCO & LONDON** (December 21, 2006) – SEGA® of America, Inc. and SEGA Europe Ltd. today announced that the highly anticipated arcade fighting game, *Virtua Fighter*™ 5, will make its way onto the Xbox 360™ video game and entertainment system. *Virtua Fighter 5* is scheduled for release on Xbox 360 in North America and in Europe late summer 2007. The game will also be available for the PLAYSTATION®3 computer entertainment system on February 20, 2007 in North America and will be available in Europe simultaneously with the system's launch in March 2007.

“SEGA delivers the most technical fighting game experience on Xbox 360 with this installment of the award-winning *Virtua Fighter* series,” said Scott A. Steinberg, Vice President Marketing, SEGA of America. “*Virtua Fighter 5* takes full advantage of Xbox 360's hardware with action-packed gameplay, customizable characters, stunning graphics and highly detailed 3D fighting environments.”

*Virtua Fighter 5* features beautifully detailed stages from around the world where players face off in fast-moving martial arts battles against one of 17 characters. Two new characters join the elite group of fighters, all with their own unique fighting style. With more skill and strategy than ever before, players will employ a new “Offensive Move” technique to take down their opponents from different angles. The game also includes the

ability to customize your own character by selecting from four base costumes and a wide range of unlockable accessories and earnable items. As players win more tournaments they will not only earn costumes and accessories, but also prizes and in-game money that will allow them to buy items from the in-game shop.

“The *Virtua Fighter* series from SEGA has one of the most prestigious histories in video games,” said Jeff Bell, corporate vice president of global marketing for the Interactive Entertainment Business at Microsoft. “It’s a franchise that has grown an army of loyal fans both in arcades and on consoles worldwide, and is consistently rated extremely high by the media. Fighting game fans have been hungry for *Virtua Fighter 5* and we can now proudly deliver this game with SEGA to Xbox 360 gamers around the world.”

*Virtua Fighter 5* is being developed by the renowned AM R&D Development No.2 team based in Japan. For more information, please visit the official Web site at [www.sega.com/VF5](http://www.sega.com/VF5). For art assets, please visit the SEGA Press site at <http://segapr.segaamerica.com>.

**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](http://www.SEGA.com).

**About SEGA® Europe, Ltd.**

SEGA® Europe, Ltd. is the European Publishing 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](http://www.sega-europe.com).

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