



FOR IMMEDIATE RELEASE

PHANTASY STAR Ø ANNOUNCED FOR EUROPEAN AND US RELEASE

An All-New Phantasy Star Adventure Begins on The Nintendo DS

LONDON & SAN FRANCISCO (January 9, 2009) – SEGA® Europe Ltd. And SEGA® of America, Inc. today announced that *Phantasy Star*™ Ø (pronounced “zero”), the brand new *Phantasy Star* RPG adventure, will be coming to Europe and North America.

Phantasy Star Ø is one of the most highly anticipated DS titles coming out in 2009, and will feature an innovative touch screen based Visual Chat interface, addictive action-RPG gameplay, impressive visual quality and thrilling multiplayer modes.

“The *Phantasy Star* series has enjoyed great success because of its intuitive gameplay, unique style and engaging online multiplayer modes, we are therefore very excited to premiere the first *Phantasy Star* game on the Nintendo DS™,” commented Gary Knight, European Marketing Director for SEGA Europe. “With the advanced features of the Nintendo DS, *Phantasy Star* Ø will thrill fans of the series but will also appeal to a new generation of gamers.”

Phantasy Star Ø takes place on an alternate Earth 200 years after the “Great Blank,” a massive war that has reduced the once-prosperous civilization to almost nothing. The surviving Humans have worked hard to exist peacefully and have rebuilt thriving cities. Those that adventure past the outskirts of these cities, Hunters, explore the vast wilderness and hunt dangerous monsters in an effort to keep their cities safe. Players will take up the role of the Hunters and select from three types of races, classes and gender for a total of 14 customisable character types. Each character type will provide a unique experience and give players access to a great range of items, armour and weapons.

Featuring over 350 unique weapons, gamers will need to venture out to combat dangerous monsters, gain experience and meet new major characters. As players explore,

they will unravel the mystery of the “Great Blank” and discover a dangerous new force that must be stopped.

Featuring both wireless and full Wi-Fi multiplayer options, *Phantasy Star Ø* takes advantage of the touch screen capabilities of the Nintendo DS and the new Visual Chat feature. Gamers can now design their own Visual Chat commands that can be used in multiplayer modes. These Visual Chat commands will be displayed as “text bubbles” above the user’s character, enabling easy and fun communication when adventuring with friends.

Phantasy Star™ Ø will be released in Winter 2009 exclusively for the Nintendo DS, more details will be revealed in the coming months. For all press assets, please visit www.sega-press.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 Inc. SEGA of America’s Web site is located at www.sega.com.

About SEGA Europe Ltd.:

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