

DRAFT - NOT FOR RELEASE

SEGA Rally Online Arcade Announced

High-definition Racer Speeding Towards Xbox Live® Arcade and PlayStation® Network

LONDON & SAN FRANCISCO (31st Jan 2010)— SEGA® Europe Ltd. and SEGA® of America, Inc. announced today that *SEGA Rally Online Arcade™*, a new HD title inspired by *SEGA Rally Revo™* and *SEGA Rally 3™*, will be racing onto PlayStation® Network and Xbox LIVE® Arcade for the Xbox 360® video game and entertainment system from Microsoft in 2011. SEGA's arcade and console favourite will include a collection of new features, including the ability for gamers to race their friends online!

“We've blended our hit arcade racing series with the best elements from the console versions to bring our fans the SEGA Rally experience in compact, downloadable format,” said Haruki Satomi, Vice President of Digital Business at SEGA. “Whether they're new to the SEGA Rally series or they've participated in countless races over the years, we're confident everyone will enjoy the wide variety of features included in this fan favourite.”

SEGA Rally Online Arcade™ brings back all the features players could want from the popular arcade and console racer, including Championship Battle mode and Time Attack, while adding an exciting online racing mode that lets players battle it out with up to five drivers around the world. Featuring a brand new achievement system, 14 rally cars to choose from and online leaderboards, *SEGA Rally Online Arcade* will deliver lap after lap of intense rally action when it arrives on consoles in 2011.

For more information on *SEGA Rally Online Arcade*, please visit <http://www.sega.com/>

For press assets please visit www.sega-press.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 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 Inc. SEGA of America's Web site is located at www.sega.com.

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