



PRESS RELEASE – FOR IMMEDIATE DISTRIBUTION

***NAPOLEON: TOTAL WAR DEBUTING CAMPAIGN
MULTIPLAYER***

Most Requested Multiplayer Feature Confirmed For Napoleon: Total War

LONDON & SAN FRANCISCO (January 20th, 2010) – SEGA® Europe Ltd. and SEGA® of America, Inc. today announced that, for the first time in *Total War*™ history, the Campaign Mode in *Napoleon: Total War*™ will feature both single player and multiplayer modes.

This much-requested mode will allow players to experience the full depth of *Napoleon: Total War* in a multiplayer environment – either working to stop Napoleon’s advance, or competing against each other to better his achievements. Each of the three theatres of war from Napoleon’s career - Italy, Egypt and Europe - are available out of the box in 2 player turn-based online games.

Another exciting multiplayer option has been added to *Napoleon: Total War* – Drop-in Battles. When starting a Single Player Campaign in *Napoleon: Total War*, players are presented with an option to allow Drop-in Battles. Drop-in battles bring a fresh challenge to the single player campaign mode by allowing the players opponents to be controlled in real-time by an online adversary.

Campaign Multiplayer has been made possible for *Napoleon: Total War* by the immense success that the Campaign Multiplayer Beta for *Empire: Total War*™ proved to be. The Beta started on December 7th 2009 with over 15.000 Total War fans helping out in the testing of this new Multiplayer Mode. Feedback from consumers has been very positive, and with the BETA still ongoing, consumers can contribute to the testing of this new addition to the *Total War* series.

“Following all the great feedback we’ve had from our fans for the Empire Multiplayer Campaign Beta, we’re proud to announce that all three campaigns in Napoleon: Total War will be multiplayer enabled.” said Mike Simpson, Creative Director at *The Creative Assembly* and creator of the *Total War* franchise. *“We’d like to thank our fans for all their support.”*

Napoleon: Total War builds on the successful *Total War* series by taking all the features from previous games, such as the full 3D land and naval battles, the detailed campaign map, and an in depth diplomacy system by taking them a step further.

Napoleon: Total War hits shelves on 23 February 2010.

For more information please visit www.totalwar.com. For assets and press registration please visit www.sega-press.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. SEGA Europe's web site is located at www.sega.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/us.

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