



PRESS RELEASE – FOR IMMEDIATE RELEASE

**WARNER BROS. INTERACTIVE ENTERTAINMENT AND SEGA
ANNOUNCE THE LAUNCH OF *THE MATRIX ONLINE***

Massively Multi-player Online Game Goes Live - Putting The Future of The Matrix in Gamers' Hands

San Francisco & Burbank, Calif. – March 22, 2005 – Warner Bros. Interactive Entertainment and SEGA are pleased to announce that today, hundreds of thousands of players can now jack into *The Matrix Online*, a massively multi-player online game (MMOG), to participate in the continuing saga of the *The Matrix* franchise. Developed by Monolith Productions, directed by the Wachowski Brothers and co-published by Warner Bros. Interactive Entertainment and SEGA, *The Matrix Online* is launching for the PC today in North America and April 8, 2005 in Europe.

The Matrix Online's story continues after the third film, *The Matrix Revolutions*, ended with Zion and the Machines in an uneasy truce. Capturing the authenticity of the films, Laurence Fishburne (Morpheus), Monica Bellucci (Persephone), Mary Alice (The Oracle), Lambert Wilson (The Merovingian), Harold Perrineau, Jr. (Link), Harry Lennix (Lock), Nona Gaye (Zee), Collin Chou (Seraph) and Tanveer Atwal (Sati) have provided voice-over and character likenesses to the game. Don Davis, the film composer for *The Matrix* trilogy, is also providing the score for *The Matrix Online*.

“*The Matrix Online* takes massively multi-player online games to a new level by giving players the chance to directly participate and make history within the Matrix’s continuing, intriguing story,” said Jason Hall, Senior Vice President for Warner Bros. Interactive Entertainment. “In *The Matrix Online*, gamers can create their ideal character for combat and socialization within an incredibly expansive urban environment and then interact with actual characters from the Matrix films.”

“*The Matrix Online* is a fast-paced, action-driven MMOG that combines the excitement of wire-fu combat and bullet time with an engaging, persistent world directed by the creators of the world-famous franchise,” said Simon Jeffery, President and COO of SEGA of America, Inc. “SEGA expects *The Matrix Online* to satisfy hardcore gamers while remaining extremely accessible to newcomers and fans of the Matrix universe.”

In an unprecedented move, a specialised role-playing live events team at Monolith will assume the roles of the actual Matrix characters and support the continuation of the game's storyline through choreographed interaction. Players will meet, battle and eventually team up with the familiar characters on high-profile missions or at player-organised events.

The Matrix Online's interlock combat system offers gamers special martial arts moves based on "wire-fu" and "bullet time" effects popularised in the films. An MMOG with the most intense combat set in a contemporary urban environment, *The Matrix Online* is designed to be a compelling experience for players of all types, ability levels and interests with extensive character creation, dynamic social experiences, and a high-level fashion component.

For more information on *The Matrix Online*, please visit the official website: www.thematrixonline.com

About Warner Bros. Interactive Entertainment

Warner Bros. Interactive Entertainment Inc., a Warner Bros. Entertainment Company, is a premier licensor and a developer of entertainment content for the interactive space across all current and future platforms, including consoles, PC-based gaming and wireless applications.

About SEGA®

SEGA Europe Ltd. is the European 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 Europe. SEGA Europe's web site is located at www.sega-europe.com

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