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SEGA ANNOUNCES HOLLYWOOD TALENT TO HEADLINE CAST OF *YAKUZA*

Michael Madsen, Michael Rosenbaum, Eliza Dushku, Rachel Leigh Cook, and Mark Hamill Featured in Critically Acclaimed Game Based on Japan's Underground

LONDON & SAN FRANCISCO (June 15, 2006) – SEGA Europe Ltd and SEGA® of America, Inc. today announced the celebrity cast for its upcoming video game, *Yakuza*. Slated for release on Sept. 5th 2006, the critically acclaimed game is currently being localized for a western audience. To ensure a fully cinematic experience for players, the game will feature the distinctive voice work of Hollywood actors including Michael Rosenbaum, Michael Madsen, Eliza Dushku, Rachel Leigh Cook, and Mark Hamill to compliment its stunning visuals and engaging storyline.

Yakuza, scripted by noted Japanese novelist Hase Seishu, features an intricate storyline driven by loyalty, honor, and revenge. The seasoned Hollywood cast will bring the widely varied characters to life with both subtle and impassioned performances. Adding his signature voice to the cast, Michael Madsen (*Reservoir Dogs*, *Sin City*) plays Shimano, a physically imposing Yakuza boss who relies on brutality to achieve his selfish goals; Michael Rosenbaum (*Smallville*) voices Nishiki, a ruthless Yakuza member who has turned against his childhood friend, Kazuma, out of bitter jealousy; Eliza Dushku, (*Buffy the Vampire Slayer*, *Bring It On*) voices Yumi, who grew up with Nishiki and Kazuma in an orphanage, and is at the center of the mystery; Rachel Leigh Cook (*She's All That*) plays Reina, owner of the Serena hostess bar, whose secret love leads her down a road of betrayal; and Mark Hamill (*Star Wars*, *Batman: New Times*) voices the insane Majima, a violent Yakuza boss with a twisted sense of honor.

“*Yakuza* was an immense hit in Japan, and in bringing the game to the U.S. market, we wanted to ensure that the subtle nuances of the game were brought to life,” said Scott A. Steinberg, Vice President of Marketing, SEGA of America, Inc. “The title delivers the cinematic visuals and fast-paced action gamers demand, and with these top notch performances, they will experience a deep, character-driven storyline like nothing they have encountered before.”

Yakuza is an all-encompassing, immersive chronicle that captures the full scope of Japan’s underground by authentically recreating Tokyo's clandestine nightlife and unveiling the mystery surrounding the Yakuza's traditional honor, respect, and loyalty system.

Yakuza for the PlayStation®2 computer entertainment system will ship September 5, 2006. For more information and 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, 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

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 Web Site is located at www.SEGA.com.

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