



## **SEGA ANNOUNCES *STORMRISE*<sup>™</sup> - A NEW TITLE FROM AWARD WINNING DEVELOPER, THE CREATIVE ASSEMBLY**

*From the development team that brought you the Total War<sup>™</sup> series comes a groundbreaking console RTS game*

**LONDON & SAN FRANCISCO** (10<sup>th</sup> July, 2008) – SEGA Europe Ltd. and SEGA<sup>®</sup> of America, Inc. today announced the development of *Stormrise*<sup>™</sup>, an innovative real time strategy console title built specifically for the Xbox 360<sup>®</sup> video game and entertainment system from Microsoft and the PLAYSTATION<sup>®</sup>3 computer entertainment system. *Stormrise* marks The Creative Assembly's first foray into developing a purpose built RTS title for console and is slated to ship in 2009.

*Stormrise* offers fans of the classic RTS genre an immersive and dramatic twist whilst challenging the conscience of the gamer. Experience the heat of the battlefield by leading your troops from the front line, instead of the traditional way of controlling the units from a detached view point. *Stormrise* also allows units to be commanded in the air, across rooftops, on the earth's surface and even underground, this unique idea of "verticality" introduces multiple layers of gameplay that must be mastered for strategic advantage. The experience is heightened by a simple yet effective control system tailored specifically for consoles, which allows easy unit selection, rapid navigation and precise deployment.

"The Creative Assembly have proven their general leadership in developing RTS games through the award winning '*Total War*' series on PC", commented Gary Knight, European Marketing Director, SEGA Europe. "However, *Stormrise* has been built from the ground up specifically for high def consoles to provide a more intense, frenetic style of game that, coupled with the all new control mechanic, will revolutionise the way RTS games are played."

Set on a bleak and barren earth, devastated by a catastrophic event centuries ago, *Stormrise* sees the Echelon and the Sai battling to survive in a hostile and uninhabitable wasteland.

Remnants of a superior technological people the Echelon survived the event through self-educated hibernation, whilst the Sai, a more tribal faction, still exist having learnt to adapt to their surroundings and the new environment. Having evolved in vastly different ways, the differences between the two factions have spurred much animosity and hatred between the two races, and the future of the planet is now hanging by a thread...

*Stormrise* is in development at The Creative Assembly's Australia studio and is priming its forces for release in 2009. For more information please visit [www.sega.com/stormrise](http://www.sega.com/stormrise)

**About SEGA® Europe:**

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](http://www.sega-europe.com).

**About SEGA of America**

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](http://www.sega.com/us)

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