



**PRESS RELEASE – FOR IMMEDIATE RELEASE**

## **SEGA AND PLATINUMGAMES REVEAL *ANARCHY REIGNS***

*PlatinumGames Presents a Multiplayer Brawler Set in a World Where Anarchy is King.*

**LONDON AND SAN FRANCISCO** - (January 27th, 2011) – SEGA® Europe Ltd. and SEGA® of America, Inc. today reveal details on upcoming third-person multiplayer brawler, *ANARCHY REIGNS*™, the much anticipated next title from critically acclaimed developer PlatinumGames. *ANARCHY REIGNS* will be available in Autumn 2011 on the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system.

With *ANARCHY REIGNS*, PlatinumGames will be using their hallmark creativity and technical excellence to challenge the boundaries of the conventional brawler genre by allowing multiple players to get involved in heavy-hitting action simultaneously. *ANARCHY REIGNS* incorporates a diverse range of multiplayer modes to provide players with different challenges, including Tag Team battles and Battle Royal, where players can challenge others in a full-on fight for victory.

“SEGA are delighted to continue our collaboration with PlatinumGames, one of the most creative and critically acclaimed developers in the world,” said Gary Knight, Senior Vice President of Marketing of SEGA West. “*ANARCHY REIGNS* is set to offer gamers a fresh multiplayer experience with the quality and innovation PlatinumGames are renowned for.”

*ANARCHY REIGNS* will be available in Autumn 2011 for the Xbox 360® video game and entertainment system from Microsoft and the PlayStation®3 computer entertainment system.

For more information please visit [www.anarchyreignsgame.com](http://www.anarchyreignsgame.com).

For press assets please go to [www.sega-press.com](http://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's global website site is located at [www.sega.com](http://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's global website site is located at [www.sega.com](http://www.sega.com).

**About PlatinumGames:**

PlatinumGames Inc. is an independent entertainment development studio located in Osaka, Japan and is dedicated to making high quality, next generation games for a variety of hardware platforms. Previously established as ODD Ltd. in February 2006, the company changed its name to ODD Inc. in July 2006. In October 2007, ODD merged with SEEDS Inc., a company established by ex-key members of Clover Studio Co. Ltd, a subsidiary company of Capcom. Thereafter the company changed its name to PlatinumGames Inc.

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