



SEGA and Three Rings Celebrate One Million *Spiral Knights* *Free-to-Play Online Action Adventure Welcomes Millionth Player*

LONDON & SAN FRANCISCO — 6th July, 2011 — SEGA® Europe, Ltd. and SEGA® of America, Inc. today announced that *Spiral Knights*™, a free-to-play adventure with fast-paced, retro-inspired action, has grown to one million player accounts worldwide. *Spiral Knights* joined the Steam distribution service in early June after the official launch in April of this year. To celebrate this milestone, SEGA and Three Rings have also announced a new batch of content being added today, available for free to the many, many *Spiral Knights* players around the globe.

“So many people came together to make this achievement possible – from Three Rings’ incredible team to our partners at Steam and, of course, the million players who have joined the game thus far,” said Haruki Satomi, Vice President of Digital Business at SEGA of America. “We look forward to welcoming even more new players in the coming months as we continue to expand and enrich the world of *Spiral Knights*.”

“During development, we hoped *Spiral Knights*’ classic action, handcrafted art, and co-operative nature would appeal to gamers of all stripes, and reaching this milestone is confirmation of our vision for the game,” said Daniel James, CEO of Three Rings. “Seeing a million eager knights forging ahead into the Clockworks, building guilds and our game community, is gratifying for our entire team. As seen in recent content updates like the Ironclaw Munitions Factory and the Gloaming Wildwoods, we are more determined than ever to continue expanding and adding to the Clockworks for our fans.”

Starting today, *Spiral Knights*’ daring adventurers can also explore the Ironclaw Munitions Factory, a new dungeon located deep within the Clockworks. Intel from Spiral HQ has confirmed that gremlin engineers have banded together to develop a weapon of incredible power, known only as “Project Roarmulus.” *Spiral Knights* will have to survive a harrowing trip through the complex’s destructive devices if they want to put an end to the project, but fortunately there are a number of new weapons, including the Polaris and Supernova guns, to help them succeed!

Learn more about *Spiral Knights* by visiting <http://www.spiralknights.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.

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.

About Three Rings

Three Rings is an independent game company dedicated to making innovative and engaging online games that bring joy to a wide audience. The company was founded in 2001 and launched [Puzzle Pirates](#) in 2003. The company is based in San Francisco, with offices in a [steampunk submarine](#). The company also has tentacles in Philadelphia, PA, and Madison, WI. For more information visit www.threerings.net.