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## VISIT PLANET 51 AT E3 WITH SEGA & PYRO STUDIOS

*Witness your very own alien invasion of the human kind!*

**LONDON & SAN FRANCISCO** (Tuesday 2<sup>nd</sup> June, 2009) -- SEGA® Europe, Ltd., SEGA® of America, Inc., and Pyro Studios® today announced more details on the upcoming Planet 51 videogame, based on the anticipated animated film of the same name. *Planet 51 The Game* will be available in November 2009 for Xbox 360® video game and entertainment system, PLAYSTATION®3 computer entertainment system, the home video game system, Wii™ and the Nintendo DS™ system.

In close keeping with the storyline of the film, *Planet 51 The Game* gives players the chance to immerse themselves in the amazing world of Planet 51 whilst helping bumbling astronaut, Chuck and his new found alien friend, Lem, find their way back to Chuck's spaceship. Not only will *Planet 51 The Game* relive memorable moments from the movie, but it also expands the vibrant Planet 51 universe with the inclusion of characters, environments and vehicles exclusive to the videogame. The free roaming world of *Planet 51 The Game* allows the characters to explore on foot, before commandeering vehicles to complete numerous missions enabling Chuck to return home to Earth. Chuck and Lem can take control of hover bikes, taxis, cars, trucks and more to take part in missions involving police chases, cutting grass and even driving angry gorillas to the circus. *Planet 51 The Game* will also allow friends to compete in head to head races in the multiplayer versions of the game.

*Planet 51* the film is a galactic sized alien adventure comedy from the writer of "Shrek" and "Shrek 2". American astronaut Captain Charles "Chuck" Baker lands on Planet 51 thinking he's the first person to step foot there, only to find the world is actually inhabited by little green people happily going about life in a way reminiscent of the innocent 1950s America. Their only fear is that it will be overrun by alien invaders...like Chuck! With the help of his robot companion "Rover", and his new friend Lem, Chuck must navigate his way through the dazzling, but bewildering, landscape of Planet 51 in order to escape becoming a permanent part of the Planet 51 Alien Invaders Space Museum.

*Planet 51* is scheduled for theatrical release in the United States on November 20, 2009 by Sony Pictures, and around the world by leading independent distributors.

*Planet 51 The Game* will be in stores November 2009. For more information please visit [www.sega.com/planet51](http://www.sega.com/planet51). For press assets please visit [www.sega-press.com](http://www.sega-press.com).

**About SEGA® Europe Ltd.:**

SEGA® Europe Ltd. is the European Distributor arm of Tokyo, Japan-based SEGA® Corporation, and a worldwide leader in interactive entertainment both inside and outside the home. The company 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. The SEGA Europe Web Site is located at [www.sega-europe.com](http://www.sega-europe.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 of America's Web site is located at [www.sega.com](http://www.sega.com).

**About Pyro Studios**

Pyro Studios was founded in 1996 with the main objective of creating and producing the best and highest quality videogames in the market. Nowadays, it is one of the leading companies of videogame development in the world, and has a team of more than 150 of the best professionals in the industry. "Commandos", the videogame launched by Pyro Studios in 1998, has sold more than 5 million copies, and has become one of the most important videogames in the world in more than 25 countries. Pyro Studios Web site is located at [www.pyrostudios.com](http://www.pyrostudios.com)

**About Ilion Animation Studios**

Ilion Animation Studios was founded in 2002 to create state-of-the-art computer animated movies for worldwide theatrical release, using its own purpose-built cutting-edge technology to achieve a unique visual animation experience. 250 highly talented and experienced artists, program developers, high-tech engineers and other professionals, from over 20 nations, work together at Ilion on "Planet 51"; the studios' first CGI animated movie. Ilion's second movie is scheduled for release in 2011. The international web site can be located at [www.ilion.com](http://www.ilion.com)