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**FOR IMMEDIATE RELEASE**

## SEGA ANNOUNCES IRON MAN 2, THE VIDEO GAME

**SAN FRANCISCO & LONDON** (February 3rd, 2008) – SEGA® of America, Inc. and SEGA of Europe Ltd today announced a continuation of their existing partnership with Marvel Entertainment, Inc. (NYSE:MVL) to include *Iron Man 2*™, the video game. The multi-platform title is slated to come out in 2010 along with the Marvel Studios film of the same name, a sequel to the 2008 box office triumph distributed by Paramount Pictures.

“We are thrilled to build on the success of the *Iron Man* phenomenon and work with Marvel and Paramount on another epic project,” says Simon Jeffery, President of SEGA of America, Inc. “SEGA and Marvel are collaborating closely to ensure we deliver an authentic *Iron Man* experience.”

The game is currently in production at SEGA Studios San Francisco. SEGA has continued to refine its game engine so that players can expect an entirely new and enhanced gameplay experience. Stay tuned for more information about *Iron Man 2*, the video game.

## 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 SEGA of Europe Ltd.:

SEGA® of Europe, Ltd. is the European Publishing arm of Tokyo, Japan-based SEGA® Corporation and 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 Web site is located at [www.sega-europe.com](http://www.sega-europe.com).

**About Marvel Entertainment, Inc.:**

Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies, built on a proven library of over 5,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios and Marvel Animation) and publishing (via Marvel Comics). Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world, including feature films, consumer products, toys, video games, animated television, direct-to-DVD and online. For more information visit [www.marvel.com](http://www.marvel.com).

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