



**FOR IMMEDIATE RELEASE**

**SEGA AND MARVEL ANNOUNCE THE SUPER-POWERED VOICE  
TALENT FOR THE IRON MAN VIDEO GAME**

**LONDON & SAN FRANCISCO (March XX, 2008) – SEGA Europe Ltd., SEGA® of America, Inc. and Marvel Entertainment, Inc.** announced today that the *Iron Man*™ video game, based on the successful Marvel comic book series and the upcoming film by Marvel Studios, will feature the voice talents of Robert Downey Jr., Terence Howard and Shaun Toub. All three actors will reprise their onscreen roles of Tony Stark (Downey), Lt. Col. James “Rhodey” Rhodes (Howard), and Yinsen (Toub). The *Iron Man* video game launches day and date with the blockbuster movie on May 2, 2008.

*Iron Man* is the story of Tony Stark, a billionaire industrialist and inventor who had it all. But during a routine weapons test in the Middle East, Stark was captured and forced to construct the ultimate weapon. Instead of following his captors’ demands, Tony built his own devastating weapon – a powerful suit of armour that provided the key to his heroic escape. From this point forward, Tony Stark became more than a man. He became *Iron Man*.

*Iron Man*, an explosive third-person action shooter game that pits one of the world’s most renowned Super Heroes against unspeakable odds, draws its story from the upcoming movie while also incorporating story elements from original Iron Man comic books. Using the advanced technology in Iron Man’s suits of armour, gamers can take advantage of the wide array of high-impact weapons to strategically annihilate any enemy force standing in their way. Before tackling stunning and immense open battlefields, players can customise their armour suit as they encounter progressively more vicious enemies, and fight in epic battles that could challenge even the toughest Super Heroes.

*Iron Man* will be available in May for the Xbox 360® video game and entertainment system, the Wii™ home video game system, the PLAYSTATION®3 computer entertainment system, the PlayStation®2 computer entertainment system, the Nintendo DS™ portable handheld system, the PSP® (PlayStation®Portable) system and PC.

For more information please go to <http://web.sega-europe.com/ironman/en/index.html>.

For screenshots, art and trailers, please visit [www.sega-press.com](http://www.sega-press.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 SEGA Europe Ltd.:**

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**About Marvel Entertainment, Inc.**

With a library of over 5,000 high-profile characters built over more than sixty years of comic book publishing, Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios), publishing (via Marvel Comics) and toys, with emphasis on feature films, home DVD, consumer products, video games, action figures and role-playing toys, television and promotions. Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world. For more information visit [www.marvel.com](http://www.marvel.com).