



**FOR IMMEDIATE RELEASE**

**THE BATTLE FOR EARTH IN  
*UNIVERSE AT WAR: EARTH ASSAULT* MOVES TO THE  
XBOX 360**

**LONDON & SAN FRANCISCO** (May 10, 2007) – SEGA® Europe Ltd. and SEGA® of America Inc. today announced the development of *Universe at War™: Earth Assault* for the Xbox 360™ video game and entertainment system from Microsoft. Developed by Petroglyph, this combat-intensive Real-Time-Strategy (RTS) game enlists players in an epic struggle to prevent total alien domination of planet Earth. *Universe at War: Earth Assault* for the Xbox 360 is scheduled to ship to retailers in North America and Europe in Q1 2008, and for PC in Autumn 2007.

*Universe at War: Earth Assault* for the Xbox 360 will employ a control scheme built from the ground up to ensure smooth gameplay and ease of command for console gamers. Great attention has been paid to implement a balanced gamescape for multiplayer games for console players. As in the PC version, weaponry and defenses can be modified in true real-time to take advantage of constantly shifting battlefield conditions. Fully customisable tech trees will allow players to control the development of technologies that they feel are key to victory.

“*Universe at War: Earth Assault* is poised to break new grounds in RTS gaming by entering the console arena,” said Scott A. Steinberg, Vice President of Marketing, SEGA of America, Inc. “With a control scheme specifically designed with console gamers in mind, RTS gaming can now conquer the console frontier.”

Incorporating innovative multiplayer modes inspired by popular massively multiplayer online games and competitive online playable titles, *Universe at War: Earth Assault* for the Xbox 360 will give players achievement points, rewards, and medals in a balanced environment to encourage players to progress in the game. Players from around the world will experience persistent-style online for ultimate faction supremacy across a virtual representation of the Earth.

Set in the near-future *Universe at War: Earth Assault* features multiple distinct factions that have traveled across the galaxy to wage epic warfare on Earth. With customisation options never seen before in the RTS genre, *Universe at War: Earth Assault* for the Xbox 360 will create an exceptional strategy game experience for console gamers. Deadly sci-fi weapons and alien powers will allow players to destroy cities and whole territories on a global scale. The persistent world of *Universe at War: Earth Assault* allows players to revisit previous battlegrounds to find them still smoldering in ruins.

For more information on the game, please visit [www.sega-europe.com](http://www.sega-europe.com).

Screenshots and artwork can be found on the SEGA FTP site at [www.sega-press.com](http://www.sega-press.com)

**About SEGA® Europe:**

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, 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's 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 Publishing 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. The SEGA® of America Web Site is located at [www.SEGA.com](http://www.SEGA.com).

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