



For Immediate Release

SEGA BASS FISHING COMING TO Wii

*Bait Your Hooks and Catch Some Bass In SEGA's
Upcoming Fishing Game*

LONDON & SAN FRANCISCO (October 5th, 2007) – SEGA Europe Ltd. and SEGA of America, Inc. today announced ***SEGA Bass Fishing***[™] for the Wii[™] video game system, the latest addition to one of the most successful fishing game franchises of all time. With content developed exclusively for the Wii, ***SEGA Bass Fishing*** will be released in early 2008.

SEGA Bass Fishing is back and better than ever, returning with all-new intuitive controls which utilise both the Wii Remote[™] and Nunchuk[™]. This time round when players hook a big one, they can use the motion sensor as they wrestle to reel it in. With over 20 different types of lures to choose from, budding anglers can cast off using the Wii Remote to try and land one of four different types of freshwater bass. ***SEGA Bass Fishing*** also offers players the freedom to select time-of-day and season during play which impacts the activity of the fish, their appetite, and their depth. Featuring 15 beautifully designed lake environments, ***SEGA Bass Fishing*** also has four fun-filled game modes including Arcade, Tournament, Practice and Nature Trip.

“The original ***SEGA Bass Fishing*** was fresh, innovative and forward thinking because of the unique SEGA controller that helped convey a realistic sense of fishing,” said Gary Knight, European Marketing Director, SEGA Europe. “With the Nintendo Wii and its amazing motion sensing Wii Remote and Nunchuck, we’ve been able to realistically recreate that fun experience to great effect in the new ***SEGA Bass Fishing***”.

For more information on *SEGA Bass Fishing* and all other SEGA titles please visit www.sega-europe.com. For assets please visit www.sega-press.com.

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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 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.

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.

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