



SEGA AND GEARBOX'S *ALIENS: COLONIAL MARINES* TO DEPLOY SPRING 2012

*Catch a First Look at E3 2011 of the Game That Pits You and Your Friends Against the
Deadliest Killers in the Galaxy*

"It'll be dark soon, and they mostly come at night... mostly." **LONDON & SAN FRANCISCO (June 1st, 2011)** –SEGA® Europe Ltd. and SEGA® of America, Inc. today announced that the highly-anticipated first-person shooter, *Aliens: Colonial Marines*™, will be launching in spring 2012 on PC, PlayStation®3 computer entertainment system and the Xbox 360® video game and entertainment system from Microsoft. In partnership with Twentieth Century Fox Consumer Products and developed by critically acclaimed studio Gearbox Software, *Aliens: Colonial Marines* will bring new levels of bone-chilling suspense and adrenaline-filled action to the renowned franchise. The game pits players against the universe's ultimate alien killing machines, the Xenomorphs, in claustrophobic environments guaranteed to produce blood curdling thrills that the movie is renowned for. A first look of the game is presented in the South Hall at SEGA's booth #2023, at this week's E3 in Los Angeles.

"To Gearbox Software and its peers throughout the industry, *ALIENS* is one of the most influential science fiction properties of all time," said Randy Pitchford, President of Gearbox Software. "*Aliens: Colonial Marines*, designed as an interactive successor to the landmark films from Twentieth Century Fox, is a dream project about which our studio is deeply committed and passionate."

"Aliens: Colonial Marines will be THE definitive *ALIENS* gaming experience," said Gary Knight, Senior Vice President of Marketing at SEGA Europe and SEGA of America. "Gearbox Software are doing a brilliant job translating the thrill and horror that *ALIENS* stands for into an action-packed shooter experience with co-operative gameplay at its core."

Gary Rosenfeld, Senior Vice President of New Media for Fox Consumer Products added, “It’s no easy task to take on one of the most influential films of all-time, but SEGA and Gearbox are not going to disappoint. This game will be a must-have for fans of the *ALIENS* franchise and gamers around the globe.”

Aliens: Colonial Marines begins with an ostensibly abandoned ship, the *U.S.S. Sulaco*, recovered in orbit around LV-426. Players lead a group of highly trained United States Colonial Marines as they board the deserted craft to uncover the fate of the crew. They will have to fight to survive unspeakable horrors and their own anxieties as they chase down the truth behind a galaxy-spanning deception that places humanity at the mercy of the most murderous and deadly species in the universe. *Aliens: Colonial Marines* features authentic environments, such as the surface of LV-426 and Hadley’s Hope, weapons inspired by the film series and is designed to provide an exhilarating and engaging new chapter in the *Aliens* universe.

Aliens: Colonial Marines will be available spring 2012 on PlayStation 3, Xbox 360 and PC. The game is also on display in the South Hall at SEGA’s booth #2032, at this week’s Electronic Entertainment Expo in Los Angeles.

For more information about the game, please visit www.sega.com. For assets, please visit www.sega-press.com.

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 develops 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.

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.

About Gearbox Software

Gearbox Software is respected industry wide for the award winning, best-selling original and licensed video games they have developed for major video game platforms. Founded in 1999 and located near Dallas, TX, Gearbox Software is well known for the creation, development and management of its original blockbuster video game

franchises including the best-selling new property of 2009, Borderlands and its record setting downloadable content, Duke Nukem, including Duke Nukem Forever, the most anticipated title in video game history, and the critically acclaimed, award winning Brothers in Arms series of games. The company has also developed licensed video games for many of the industry's top franchises including Halo, Half-Life, Tony Hawk's Pro Skater, 007 James Bond, Aliens and others. Gearbox Software's success has been enabled and supported through several key mutually beneficial business relationships with strong publishing partners including Activision, Electronic Arts, Ubisoft Entertainment, Microsoft Games Studios, SEGA, and Take-Two/2K Games.

About Twentieth Century Fox Consumer Products

A recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third-party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

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