



**PRESS RELEASE – FOR IMMEDIATE RELEASE**

## **SEGA To Bring ‘Astro Boy™’ To Europe**

*PS2 Version of the Cult Anime Classic to be published by SEGA in Europe*

**LONDON, UK – October 19, 2004 – SEGA Europe Ltd**, today announced a partnership with Sony Pictures Consumer Products to bring Tezuka Productions’ legendary Japanese comic *Astro Boy™* to life on the PlayStation®2 computer entertainment system. *Astro Boy*, created by Osamu Tezuka in 1952, is one of the most recognised characters in Japanese animation.

The console version of *Astro Boy*, created exclusively for the PlayStation 2, is being developed by SONICTEAM under the direction of Yuji Naka, the creator of SEGA’s world-famous Sonic The Hedgehog® series. Employing the use of Havok’s game dynamics engine “Havok2,” *Astro Boy* features realistic character-environment interaction by faithfully reproducing real-world physics within game, adding to the immersiveness of the experience.

As the skies of Metro City fill with giant mechs, Astro, a robot with human emotions, arrives in a blaze of glory to defend all that is good. Fuelled by jet-powered legs, he blasts the menacing beasts with lethal laser fire from his fingertips. Astro will stop at nothing to protect the humans and robots of his city, and as he does, he discovers he is far more powerful than he ever realised. Guide Astro through huge 3D worlds on the way to reaching his full potential.

Mike Hayes, Managing Director, SEGA Europe Ltd, commented, “We are delighted to be bringing *Astro Boy* to Europe. The engaging gameplay and broad appeal are a fitting tribute to this cult character in his PS2 debut. *Astro Boy* is a very welcome addition to our lineup.”

“We’re very excited to be partnering with SEGA for *Astro Boy*,” said Al Ovadia, Executive Vice President, Sony Pictures Consumer Products. “SEGA is a leader in the interactive entertainment category and we’re sure they’ll develop a video game that captures all the action packed adventure of the new anime series.”

Tezuka, known as the pioneer of Japanese animation and “father of manga,” created the Astro Boy character more than 50 years ago. Often compared in popularity to Mickey Mouse, *Astro Boy* was also the first Japanese animated television show shown in America and, during the 1960’s, the highest rated show in syndication. Airing in over 40 countries and selling more than 80 million comic books and billions in merchandise, the beloved character has amassed a global following that borders on cult status.

*Astro Boy* is slated for release across Europe February 2005.

**About Sony Pictures Consumer Products (SPCP)**

Sony Pictures Consumer Products (SPCP), a division of Sony Pictures Entertainment (SPE), is based in Los Angeles and London. SPCP handles the merchandising and branding efforts for some of the most recognized properties in film and television and, through Spider-Man Merchandising, L.P., a limited partnership with Marvel Enterprises, the upcoming motion picture Spider-Man 2™ and the Spider-Man™ animated series. Additionally, SPCP properties include such theatrical titles as the highly anticipated “Underworld” and “Ultraviolet”, the Academy Award winning short, “The ChubbChubbs™”, television properties such as “Astro Boy™”, “Stuart Little™”, animated, and “Jackie Chan Adventures™”. SPE is a division of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE’s global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

**About SEGA®**

SEGA Europe Ltd. is the European 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 Europe. SEGA Europe’s web site is located at [www.sega-europe.com](http://www.sega-europe.com).

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