



GO HANDS-ON WITH GRAFFITI - JET SET RADIO ANNOUNCED FOR THE PLAYSTATION VITA

Highly Anticipated SEGA Hit Coming to Sony's Portable Powerhouse this Summer

SAN FRANCISCO & LONDON— May 25th, 2012 — SEGA® of America, Inc. and SEGA® Europe Ltd. today confirmed that much-loved Dreamcast classic *Jet Set Radio* will be coming to PlayStation® Vita Systems this summer, and will be playable for the first time at this year's Electronic Entertainment Expo in Los Angeles, California.

Jet Set Radio is an updated version of the celebrated SEGA Dreamcast original, featuring upgraded HD visuals paired with the original funky soundtrack that rocked the ears of gamers worldwide in 2000. The PlayStation Vita's unique features provide new ways for gamers to interact with the environments of Tokyo-to, from touch functionality that makes spraying graffiti more natural to Vita camera integration. *Jet Set Radio* for PlayStation Vita is a handheld version that loses nothing in the way of content or experience in comparison with its console and PC brethren.

"The fan reaction to our recent reveal of *Jet Set Radio* has been incredible!" said Haruki Satomi, Senior Vice President of Digital Business at SEGA. "As *Jet Set Radio* is focused on creativity, the touch capabilities of the PlayStation VITA are proving to be a perfect fit."

Jet Set Radio will also be released on Xbox LIVE® Arcade for the Xbox 360® video game and entertainment system from Microsoft, PlayStation® Network, and Windows PC Digital Download this summer. For more information on *Jet Set Radio*, please visit <http://www.sega.com/>

For press assets please visit www.sega-press.com. For more news, follow SEGA on Twitter [@SEGA](https://twitter.com/SEGA) or "like" us on [Facebook](https://www.facebook.com/SEGA).

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. SEGA's global website site is located at www.sega.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's global website site is located at www.sega.com.

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