

QuickTime™ and a  
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**FOR IMMEDIATE RELEASE**

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**SEGA's *SUPER MONKEY BALL* ROLLS ONTO iPhone  
AND iPod TOUCH**

*Innovative Game Now Available through the Apple App Store For Just \$9.99*

**SAN FRANCISCO** July 10, 2008 -- SEGA® Mobile, a division of SEGA® of America, today announced the release of ***Super Monkey Ball™*** for the iPhone and iPod® Touch is available on Apple's App Store. Available for download for just \$9.99, *Super Monkey Ball* takes full advantage of Apple's innovative iPhone OS to deliver a truly unique and immersive gaming experience with tilting action in full 3D.

Apple's new App Store will provide iPhone users with native applications in a variety of categories including games, business, news, sports, health, reference and travel. The App Store on iPhone works over cellular networks and Wi-Fi, which means it is accessible from just about anywhere, so you can purchase and download applications wirelessly and start using them instantly. Some applications are even free and the App Store notifies you when application updates are available. The App Store will be available in 62 countries at launch at [www.itunes.com/appstore/](http://www.itunes.com/appstore/)

"*Super Monkey Ball* offers consumers a whole new way to interact with a handheld game – this time with just a tilt of the device," said Simon Jeffery, president and COO of SEGA of America. "While remaining true to the look and feel of the popular franchise, *Super Monkey Ball* for the iPhone OS has been designed to take advantage of the three-axis accelerometer, creating a very natural and direct correlation between the actions of the player and the gameplay. The result is an extremely accessible, imaginative and fun gaming experience."

-more-

## *SUPER MONKEY BALL ROLLS ONTO iPHONE*

PAGE 2

In *Super Monkey Ball*, players control one of the four monkeys from the *Super Monkey Ball* franchise – AiAi, MeeMee, Baby and Gongon. With each monkey inside of a transparent ball, players must tilt the device to roll the monkey through 110 different stages, all while overcoming a number of obstacles such as gaps, slopes, narrow ledges and moving platforms. With a pinpoint control mechanism, players will simply tilt and turn the device to maneuver their monkey, accelerating and decelerating as they make their way through the colorfully animated world. With five different worlds and three gameplay modes – Main Game, Instant Play and Practice Mode – *Super Monkey Ball* brings next-generation console gaming to the iPhone.

Super Monkey Ball, a highly anticipated application developed by Other Ocean Interactive, will carry a price point of \$9.99 and be available on all worldwide App Stores. For more information about *Super Monkey Ball* and other SEGA Mobile products, please visit [www.segamobile.com](http://www.segamobile.com).

### **About SEGA of America Inc.:**

SEGA<sup>®</sup> 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](http://www.sega.com)

### **About SEGA Mobile:**

SEGA<sup>®</sup> Mobile, a division of SEGA<sup>®</sup> of America, publishes high quality mobile games taking advantage of the company's extensive library of content and licensed properties. SEGA Mobile has deals with numerous major phone carriers worldwide. Visit [www.SEGAmobile.com](http://www.SEGAmobile.com) for more information.

### **About Other Ocean Interactive:**

Based in Charlottetown, Prince Edward Island, Canada, Other Ocean Interactive was founded in 2006 and develops for all platforms. The studio has a dedicated iPhone division and is developing both games and enterprise software. Other Ocean – with its sister company Sculpin QA - currently employs more than 45 talented people. For more information, please visit: [www.therocean.com](http://www.therocean.com).

*Note to journalists:* For art assets and press materials please visit the SEGA of America FTP site at: <http://SEGApr.SEGAamerica.com>.

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