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For Immediate Release

SEGA BASS FISHING COMING TO Wii

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

SAN FRANCISCO & LONDON (October 8, 2007) – SEGA® of America, Inc. and SEGA® Europe, Ltd today announced *SEGA Bass Fishing™* for the Wii™, 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 utilizing the Wii Remote™ and Nunchuk™. With over 20 different types of lures to choose from, gamers can cast off using the Wii Remote to try and land one of four different types of freshwater bass. *SEGA Bass Fishing* also offers gamers the freedom to select time-of-day and season during play which impacts the activity of the fish, their appetite, and their depth. When players hook a big one, they can use the motion sensor to reel it in! Featuring 15 beautifully designed lake environments, *SEGA Bass Fishing* has four fun-filled game modes including Arcade, Tournament, Practice and Nature Trip modes.

For more information on *SEGA Bass Fishing*, please visit our FTP at: <http://segapr.segaamerica.com>. The title is expected to receive an E rating.

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 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, 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. The SEGA Europe Web Site is located at www.sega-europe.com.

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