



ALL TREATS, NO TRICKS IN SEGA'S HALLOWEEN APP SALE

LONDON & SAN FRANCISCO – 24th October, 2011—SEGA® Europe Ltd. and SEGA® of America, Inc. announced scarily low prices on hit titles such as *Football Manager Handheld™ 2011* and *ChuChu Rocket!™* will be available from 25th October. With savings of up to 80% you'll be screaming about these great deals! The SEGA Halloween App Store Sale lasts until October 31, visit the iTunes® App Store.

Sale-priced titles include:

- *Football Manager Handheld™ 2011*: \$4.99/ £2.99/ €3.99/ AUD\$5.49 (was £6.99/ \$9.99/ €7.99/ AUD \$ 10.49)
- *Brick People™* for iPad and iPhone: \$0.99/ £0.69 / €0.79/ AUD\$0.99 (was \$1.99/ £1.49/ €1.59/ AUD\$1.99)
- *ChuChu Rocket!™ HD* for iPad and iPhone: \$0.99/ £0.69 / €0.79/ AUD\$0.99 (was \$4.99/ £2.99/ €3.99/ AUD\$5.49)
- *Gunstar Heroes™*: \$0.99/ £0.69 / €0.79/ AUD\$0.99 (was \$2.99/ £1.99/ €2.39/ AUD\$2.99)
- *Virtua Fighter 2™*: \$0.99/ £0.69 / €0.79/ AUD\$0.99 (was \$1.99/ £1.49/ €1.59/ AUD\$1.99)

For more information about the SEGA Halloween Sale on the App Store, visit the official SEGA blog at <http://blogs.sega.com/>. For more news, follow SEGA on Twitter @SEGA or “like” us on Facebook at www.facebook.com/sega.

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.

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.