



**PRESS RELEASE – FOR IMMEDIATE RELEASE**

**SEGA TEAMS WITH MARVEL TO BRING *IRON MAN* TO  
NEXT-GENERATION GAMING SYSTEMS**

*Marvel's First Self-Financed Film is Making the Leap to Next-Gen  
Gaming Platforms*

**LONDON & SAN FRANCISCO** (November 6, 2006) – SEGA® Europe Ltd, SEGA® of America Inc. and Marvel Entertainment, Inc. (NYSE: MVL) announced today that they have entered into a worldwide licensing agreement whereby SEGA has secured the exclusive rights to develop and distribute video game titles for all platforms based on Marvel's renowned *Iron Man* property. Under the multi-year agreement, SEGA has been granted the exclusive interactive rights to develop and distribute games based on both Marvel's *Iron Man* feature films and the classic comic book iterations of the character. The *Iron Man* agreement represents the first step in a strategic partnership between Marvel and SEGA to bring at least one additional Marvel Super Hero property to next-gen platforms.

The first *Iron Man* project produced under the license agreement will be based on Marvel Studios' highly-anticipated *Iron Man* feature film starring Academy Award® Nominees Robert Downey Jr. and Terrence Howard, and directed by Jon Favreau. This project, the first feature film to be produced independently by Marvel Entertainment, will blast into theaters May 2, 2008.

“Marvel is recognised as one of the world’s leaders in the entertainment industry and SEGA is excited to be publishing the next-gen interactive entertainment based on *Iron Man*, the first Marvel Studios project being brought to the widescreen,” said Simon Jeffery, President and COO, SEGA of America, Inc. “The *Iron Man* history is filled with compelling and intriguing characters and stories, and with the power of the next-gen systems, SEGA will be bringing these characters to life like never before.”

David Maisel, Executive Vice President, Office of the Chief Executive of Marvel Entertainment, added, “SEGA is an excellent partner to bring our *Iron Man* franchise to the next generation consoles. SEGA is a powerful force in the video game space and has always been on the cutting edge of the industry. We are very excited to be bringing *Iron Man* to theaters in 2008 and to team with a great partner to simultaneously introduce *Iron Man* to the video game world.”

**About SEGA® Europe**

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. SEGA Europe’s Web Site is located at [www.sega-europe.com](http://www.sega-europe.com).

**About SEGA® of America**

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](http://www.sega.com).

**About Marvel Entertainment Inc.**

With a library of over 5,000 characters, Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused on utilizing its character franchises in licensing, entertainment, publishing and toys. Areas of emphasis include feature films, DVD/home video, consumer products, video games, action figures and role-playing toys, television and promotions. Rooted in the creative success of over sixty years of comic book publishing, Marvel's strategy is to leverage its character franchises in a growing array of opportunities around the world. More information about Marvel can be found at [www.marvel.com](http://www.marvel.com)

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