

DRAFT NOT FOR RELEASE



***SEGA Rally Online Arcade Now Available***  
*Online Racing Title Shifts into High Gear for Xbox Live® Arcade*

**LONDON and SAN FRANCISCO— 18 May, 2011** —SEGA® Europe Ltd. and SEGA® of America, Inc. today announced the launch of their highly anticipated racing game, *SEGA Rally Online Arcade*™. The game includes ~~multiple~~~~several~~ modes of single and multi-player gameplay, all featuring the intense, fast-paced racing of *SEGA Rally* presented in High Definition. *SEGA Rally Online Arcade* is available ~~on~~ Xbox LIVE® Arcade for the Xbox 360® video game and entertainment system from Microsoft for 800 Microsoft Points.

“*SEGA Rally* has always been a series that allows gamers to pick up and start playing immediately,” said Haruki Satomi, Vice President of Digital Business at SEGA. “Providing this newest version as a downloadable title is an extension of that ability, allowing players to purchase and receive the game rapidly. From there, they can join an online race right away, and compete at any time, day or night, against an entire world of opponents.”

Inspired by *SEGA Rally Revo*™ and *SEGA Rally 3*™, *SEGA Rally Online Arcade* brings back all the features players could want from the popular arcade and console racers. ~~From, including~~ Championship Battle mode and Time Attack, ~~while adding to~~ an exciting online racing mode that lets players ~~battle-race it~~ ~~out~~ with up to five ~~other~~ drivers around the world in intense rally action. Featuring a brand new achievement system, 13 rally cars to choose from, and online leaderboards, *SEGA Rally Online Arcade* delivers lap after lap of intense rally action on next-generation consoles.

For more assets for *SEGA Rally Online Arcade*, including a new high-definition gameplay trailer, please visit ~~www.sega.com/segarally~~~~www.sega-press.com~~. For more information, please visit [www.sega.com](http://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 Europe’s web site is located at [www.sega-europe.com](http://www.sega-europe.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](http://www.sega.com).

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