



**FOR IMMEDIATE RELEASE**

## **SEGA ANNOUNCES A PLATINUM PARTNERSHIP**

*Famed Developers Confirm Exclusive Four-Game Deal with SEGA*

**LONDON & SAN FRANCISCO** (May 15, 2008) – SEGA Europe Ltd. and SEGA® of America, Inc. today announced a worldwide partnership with PlatinumGames Inc., the development studio recently formed by the team behind some of the most successful franchises in the video game industry. Under the agreement, PlatinumGames will develop three ground-breaking new SEGA titles -- *MADWORLD*™, *Infinite Line*™ and *Bayonetta*™ – covering a variety of game genres with innovative design concepts that explore the depths of today’s best-selling platforms. A soon-to-be-announced fourth title, being directed by legendary gaming icon Shinji Mikami, is also part of the agreement.

“The creative forces at PlatinumGames bring a new level of imagination into the SEGA family at a pivotal time in the video game industry when the demand for quality, originality and fun has never been greater,” said Tatsuya Minami, President and CEO, PlatinumGames. “These new titles will contribute meaningfully to SEGA’s brand, while adding a new level of depth to the strategic portfolio of games in our library.”

“We are thrilled to have forged this new relationship with such a talented team of individuals and we are understandably excited about the titles that they are producing for us,” commented Mike Hayes President and COO of SEGA Europe Ltd. “SEGA continually strives to release games for all consumers that are of the highest quality, working with Platinum Games further enhances that strategy.”

*MADWORLD*, the first title set for release in Q1 2009, is an inventive third-person action game exclusively for Wii™. Produced by Atsushi Inaba, *MADWORLD* has a unique black and white style, depicting an incredibly sharp backdrop that straddles graphic novels and 3D worlds. As players battle opponents, they must master the use of various weapons and items found within their environment, such as chainsaws and street signs, while entertaining sports commentary adds to the third-person gameplay. With its irreverent humour and over-the-top violence, *MADWORLD* will deliver a unique core gaming experience currently missing on the Wii system.

*Infinite Line* (working title), a role playing game exclusively for the Nintendo DS™ portable handheld system, takes place in outer space and gives players the ability to control, build, outfit and customise more than 150 spaceships. *Infinite Line* stretches the DS hardware to the limit, offering over 200 characters and the ability to control multiple spaceships at any one time. Releasing in 2009 and currently being produced by Atsushi Inaba and directed by Hifumi Kouno (from developer Nude Maker), *Infinite Line* is one of the most complex RPG titles developed for the DS to date.

*Bayonetta* is a stylish and cinematic action game, directed by creator Hideki Kamiya and set for release in 2009 on the Xbox 360® video game and entertainment system from Microsoft and PLAYSTATION®3 computer entertainment system. A witch with powers beyond the comprehension of mere mortals, Bayonetta faces-off against countless angelic enemies, many reaching epic proportions, in a game of 100% pure, unadulterated all-out action. Outlandish finishing moves are performed with balletic grace as *Bayonetta* flows from one fight to another. With magnificent over-the-top action taking place in stages that are a veritable theme park of exciting attractions, *Bayonetta* pushes the limits of the action genre, bringing to life its fast-paced, dynamic climax combat.

For more information regarding the partnership between SEGA and PlatinumGames please go to [www.sega.com/platinumgames](http://www.sega.com/platinumgames)

For press information and assets please visit [www.sega-press.com](http://www.sega-press.com) for Europe and the SEGA FTP for America at: <http://segapr.segaamerica.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).

**About PlatinumGames:**

PlatinumGames Inc. is an independent entertainment development studio located in Osaka, Japan and is dedicated to making high quality, next generation games for a variety of hardware platforms. Previously established as ODD Ltd. in February 2006, the company changed its name to ODD Inc. in July 2006. In October 2007, ODD merged with SEEDS Inc., a company established by ex-key members of Clover Studio Co. Ltd, a subsidiary company of Capcom. Thereafter the company changed its name to PlatinumGames Inc..