



FOR IMMEDIATE RELEASE

SEGA MEGA DRIVE™ ULTIMATE COLLECTION **ANNOUNCED FOR THE XBOX 360 AND PLAYSTATION 3**

SEGA's glorious past is gathered in one colossal collection

LONDON & SAN FRANCISCO (November 3, 2008) – SEGA® of Europe Ltd. and SEGA® of America, Inc today announced the development of *SEGA Mega Drive Ultimate Collection* for the Xbox 360® video game and entertainment system from Microsoft, and the PLAYSTATION®3 computer entertainment system. This compilation will feature the best first-party games from SEGA's respected 16-bit Mega Drive years, as well as bonus content from its 8-bit Master System and 1980's arcade era games library.

"*SEGA Mega Drive Ultimate Collection* is a must-have for any SEGA enthusiast," commented Gary Knight, European Marketing Director for SEGA Europe. "Fans will get a chance to relive fond memories from these classic games in HD format."

Developed by Backbone Entertainment, *SEGA Mega Drive Ultimate Collection* contains over 40 celebrated SEGA classics in one package; making it the largest collection of SEGA first party games ever offered. Featured games include; *Sonic the Hedgehog 1, 2 and 3*, *Columns*, *Alien Storm*, *Ecco the Dolphin*, *Space Harrier*, and cult classic, *Streets of Rage 1, 2 and 3*. The games in the collection have been reproduced with the utmost detail and accuracy to commend their originals. In addition, *SEGA Mega Drive Ultimate Collection* can output the games in 720p with higher resolution graphics for HD televisions, bringing a new visual richness to these classic titles.

SEGA Mega Drive Ultimate Collection for Xbox 360 and PLAYSTATION 3 is scheduled for worldwide release in early 2009. For all press assets, please visit www.sega-press.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

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. The SEGA of America Web Site is located at www.SEGA.com.

Backbone Entertainment

Part of Foundation 9 Entertainment (www.F9E.com), the largest independent game developer in North America, Backbone specializes in developing original and licensed IP for all platforms and creating merchandising opportunities in diversified entertainment genres. Backbone is based in Emeryville, CA, Vancouver, BC, and Charlottetown, Prince Edward Island and can be found on the web at: www.backboneentertainment.com.

Backbone, along with The Collective, Pipeworks, ImaginEngine, and Digital Eclipse make up Foundation 9 Entertainment. The company's studios have developed more than 300 titles, including more than 40 in 2005 alone. Foundation 9 Entertainment employs more than 350 employees, and has offices in Newport Beach, Emeryville, Vancouver, Boston, Eugene, Charlottetown and Honolulu. For more information on Foundation 9 Entertainment, please visit: www.F9E.com.

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