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For Immediate Release

SEGA ANNOUNCES *SEGA GENESIS COLLECTION* FOR THE PLAYSTATION®2 AND PSP® SYSTEM

All-New Compilation Takes Gamers Back to the 1990s for a Classic Gaming Experience

SAN FRANCISCO (August 10, 2006) – SEGA of America, Inc. today announced that the *SEGA Genesis Collection* for the PlayStation®2 computer entertainment system and the PSP® (PlayStation®Portable) system will be available at retail this Fall. *SEGA Genesis Collection* will be the most comprehensive gathering of classic SEGA products ever assembled; with over 30 titles in one compilation.

“SEGA has always been, and will continue to be, an innovator of gaming technologies,” said Scott A. Steinberg, Vice President of Marketing, SEGA of America, Inc. “The Genesis was the first 16-bit gaming system released in 1989, setting a new standard for gaming hardware technology for years to come. *SEGA Genesis Collection* will take gamers back to experience the golden age of gaming during the 1990s.”

Developed by Backbone Entertainment, *SEGA Genesis Collection* features over 30 titles including, *Altered Beast™*, *Sonic The Hedgehog™*, *Shinobi III™*, *Phantasy Star™*, and the original SEGA Genesis version of *Golden Axe™*. The games in the collection have been reproduced with the utmost accuracy to the originals as possible. *SEGA Genesis Collection* also features numerous unlockable items that delve into the soul of the Genesis including interviews with the original developers that created the games featured in the collection, a museum area with interesting facts about the games, a hint area to help gamers complete their favorite SEGA Genesis games, and SEGA arcade games from the Genesis era. *SEGA Genesis Collection* for the PSP system marks the hand held debut of numerous titles in the collection. The PSP system’s wireless function will for the first time ever, allow Genesis fans to connect with friends for a wireless multiplayer gaming experience.

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SEGA Genesis Collection will be available this Fall. For screens and more information about this and other SEGA products please visit <http://segapr.segaamerica.com>.

About SEGA® of America, Inc.

SEGA® of America, Inc. is the American Publishing 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.