



FOR IMMEDIATE RELEASE

AIAI AND FRIENDS STEP ONTO THE Wii BALANCE BOARD!

SEGA Announces Super Monkey Ball Step & Roll exclusively for Wii

LONDON & SAN FRANCISCO (4th August, 2009) – SEGA Europe Ltd. and SEGA® of America, Inc. today announced that *Super Monkey Ball Step & Roll*[™], the entertaining and exhilarating party game, is coming exclusively to the Wii[™] home video game system. The loveable characters from the original *Super Monkey Ball* – AiAi, MeeMee, GonGon and Baby – are back with all new mind-blowing puzzles and party games specifically designed to fully utilise the Wii Balance Board[™] accessory, in addition to the Wii Remote[™] and Nunchuk[™]. Currently in development at SEGA Studios Japan, *Super Monkey Ball Step & Roll* introduces a new dynamic level of interactive gameplay with the use of the Wii Balance Board while still remaining true to the original franchise with its fun and fantastical level design.

“Super Monkey Ball is one of our most treasured franchises, it has continually been able to utilise the latest technological innovations available to provide new levels of fun and interactivity for the whole family,” said Gary Knight, European Marketing Director, SEGA Europe Ltd. “We’re very proud to be able to offer the most intuitive gameplay experience yet with the introduction of Wii Balance Board functionality to the game.”

Created by the famed developer, Toshihiro Nagoshi, the *Super Monkey Ball* franchise boasts a rich lineage of games that began life in the arcades of Japan, later debuting as a Nintendo GameCube launch title. In 2007, Monkey Ball went on to set the standard for downloadable games on the iPhone and iPod[®] Touch in terms of graphics, controls and its phenomenal sales success. Now, nine years on from its inception, with the addition of the

Wii Balance Board, gamers will physically be able to feel what it would be like to roll around in a Monkey Ball for the first time ever.

Already known for its challenging levels and innovative control schemes, this latest installment will immerse players into the Monkey Ball world more deeply than thought possible. In addition to the single-player puzzle levels, the party fun will return with new unique and imaginative mini-games making their debut alongside fan favourites from *Super Monkey Ball™: Banana Blitz*. The myriad of game modes available is sure to inspire friendly living room competition between family and friends.

Super Monkey Ball Step & Roll is set to release in early 2010. For more information please go to www.sega.com/supermonkeyball.

For 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. SEGA of America's Web site is located at www.sega.com.

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