



## **EXERCISE THE MIND WITH SEGA'S *BRAIN ASSIST* FOR THE NINTENDO DS**

*Give your brain a daily workout!!*

**LONDON & SAN FRANCISCO** (8<sup>th</sup> November, 2007) – SEGA® Europe Ltd. and SEGA® of America, Inc. today announced that *Brain Assist*<sup>™</sup>, a game designed to exercise the brain while still keeping things fun, is coming to the Nintendo DS<sup>™</sup> portable handheld system. Derived from *Touch de Uno!*, the classic Japanese arcade game, *Brain Assist* is easy to pick up and play and is filled with a variety of ways to test mental ability.

Focusing on strengthening the right hemisphere of the brain by challenging the player's memory, concentration, reflexes, deduction and analytical abilities, *Brain Assist* features four nurses to choose from to act as guides and help players through the game. Each game increases in difficulty and demands that players think fast to truly maximise their memory's potential and response times. Players will then be put to the test again in the "Lightning Round" where the pace and difficulty of gameplay becomes even more challenging. *Brain Assist* takes full advantage of the Nintendo DS Touch Screen technology and allows for an addictive interactive gameplay experience in either two-player co-op mode or fast-paced competitions for up to four players via the Nintendo DS Wireless Connection.

"Giving your brain a workout is important no matter what your age, especially if you want to increase those IQ points" said Gary Knight, European Marketing Director, SEGA Europe. "*Brain Assist* is easy to pick up and play, and being on the DS means you can exercise your mind wherever you go!"

*Brain Assist* will be available for the Nintendo DS portable handheld system in Spring 2008. For more information, screenshots and assets from the *Brain Assist* video game, please visit the SEGA press site at [www.sega-press.com](http://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. The SEGA® Europe Ltd. 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).