



For Immediate Release

HOOK, LINE AND SINKER - *SEGA BASS FISHING*[™] TURNS TO GOLD

*Get Your Tackle Box Ready For A Whopper Of An Arcade Fishing Game
Soon Available for the Wii*

LONDON & SAN FRANCISCO (February 4th, 2008) – SEGA Europe Ltd. and SEGA of America, Inc. today announced that *SEGA Bass Fishing* for the Wii[™] video game system has been released to manufacture. Developed exclusively for the Nintendo Wii, *SEGA Bass Fishing* is the latest addition to one of the most successful fishing game franchises of all time and is scheduled for release across Europe in March, 2008.

SEGA Bass Fishing is back and better than ever, returning with all-new intuitive controls utilising the Wii Remote[™] and Nunchuk[™]. With over 20 different types of lures to choose from, gamers can cast using the Wii Remote to try to land one of four different types of freshwater bass. *SEGA Bass Fishing* also offers gamers the freedom to select time-of-day and season during play which impacts the activity of the fish, as well as their appetite and their depth. When players hook a big one, they can use the motion sensor to reel it in. Featuring 15 beautifully designed lake environments; *SEGA Bass Fishing* has four fun-filled game modes including Arcade, Tournament, Practice and Nature Trip.

For more information on *SEGA Bass Fishing*, please visit www.sega-europe.com. For assets please visit www.sega-press.com.

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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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