



## **SEGA'S TENNIS JEWEL RETURNS TO TAKE TOP SEED IN THE TENNIS GAME ARENA**

*Uncanny Realism & Innovative Features Add New Depth to the Virtua Tennis Franchise*

**LONDON & SAN FRANCISCO** (April 25, 2006) – SEGA Europe Ltd. and SEGA of America, Inc. today announced they will be publishing *Virtua Tennis 3*™. *Virtua Tennis 3*™ takes to the court on the Sony PlayStation® 3 computer entertainment system and the Xbox 360™ video game and entertainment system from Microsoft. *Virtua Tennis 3*™ gives gamers the opportunity to experience new levels of realism never thought possible on a home console system.

The *Virtua Tennis* series has been well-received by critics and fans for its ease of play but difficult to master gameplay. With *Virtua Tennis 3*, the series returns with enhanced photo-realistic graphics and advanced player animations that perfectly match the behaviour and mannerisms of individual professional players. Next-generation systems allow gamers to see the most detailed expressions on the faces of their selected players as they battle to win heated tournaments around the world

“This is shaping up to be an outstanding title - a genuine next generation sports game,” commented Matt Woodley, Creative Director of SEGA. “Instant appeal and all the best of the VT brand is being added to an array of new gameplay features. *Virtua Tennis 3* provides a must have in-depth experience - though I'd say the graphics alone are reason to buy and the quality is so sharp and clear you can even see the veins on the players necks!”

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Take on the world's greatest tennis stars on any court surface worldwide; with newly added players and improvements to the game's AI, *Virtua Tennis 3* has upped the challenge to becoming the top seed of the tennis world. In Career Mode, gamers will travel the world and take on the biggest stars of the tennis world. Improvements to the Player Creation Mode allow gamers to customise their own tennis star with increased detail like never before.

No *Virtua Tennis* title would be complete without the popular and addictive mini-games, and *Virtua Tennis 3* is no exception. In addition to the popular mini-games from previous titles used to sharpen players' skills, there will be a whole host of brand new games to keep players' in top form.

*Virtua Tennis 3*™ is due for release on the Sony® PlayStation 3 and Microsoft Xbox 360™ in Spring 2007.

SEGA's E3 booth will be located in the South Hall, #946, at the Los Angeles Convention Center.

**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, 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 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 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, Inc. Web site is located at [www.SEGA.com](http://www.SEGA.com).