



ANARCHY REIGNS™ IN THE NEW YEAR!

PlatinumGames' Insane Fighting Extravaganza due January 2013

SAN FRANCISCO & LONDON— October 19, 2012 —SEGA® of America, Inc. and SEGA® Europe Ltd. are pleased to announce their groundbreaking multiplayer brawler *Anarchy Reigns* will launch on **January 8th 2013** in the US and **January 11th 2013** in Europe, for the PlayStation®3 computer entertainment system and Xbox 360® video game and entertainment system.

Developed by the talented team from the critically-acclaimed studio, PlatinumGames, *Anarchy Reigns* delivers over-the-top close combat, set in a massively open and fantastical world in a bleak, mutant-filled future. Watch iconic characters from the PlatinumGames stable duking it out in a series of vibrant arenas that could only have been thought up by Japan's critically acclaimed studio. Up to 16 players can take part in multiplayer matches over a variety of game modes; engage in all-out Battle Royale destruction, co-operate with your friends and vanquish hordes of monsters in Survival mode or test your sportsmanship over a few rounds of Deathball! With an SRP of £19.99/€29.99/\$29.99, *Anarchy Reigns* is a high quality game, selling at a fantastic price.

"SEGA are hugely proud of the work PlatinumGames has put in to creating a video game with such a unique and engaging vision" commented Jurgen Post, COO of SEGA Europe Ltd. "Gamers will soon be able to experience the full adrenaline rush that comes from competing in the explosive multiplayer matches of *Anarchy Reigns*."

"Focusing on online play with *Anarchy Reigns* presented a new challenge for us here at PlatinumGames," added Atsushi Inaba, Executive Director/Producer at Platinum Games. "Very few games fall under its genre of a melee-based online multiplayer brawler, so I think we've been able to supply a new kind of excitement that you can't find anywhere else. While some time has passed since its Japan release, I look forward to having gamers in North American and Europe enjoy the Anarchy!"

For more information on *Anarchy Reigns*, please visit <http://www.sega.com/> and <http://platinumgames.com/>. For press assets, please visit www.sega-press.com; for more news, follow SEGA on Twitter [@SEGA](https://twitter.com/SEGA) or "like" us on [Facebook](https://www.facebook.com/SEGA).

About SEGA® of America, Inc.

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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's global Web site is located at www.sega.com.

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