



SEGA AND AVALANCHE STUDIOS JOIN FORCES TO CREATE NEW IP *RENEGADE OPS*

Co-Op, Vehicular Shooter Explodes Onto Digital Download This Autumn

LONDON & SAN FRANCISCO (30 March , 2011) -- SEGA® Europe Ltd. and SEGA® of America, Inc. are excited to announce *Renegade Ops*™, a new digitally downloadable military co-op shooter. Created by Swedish developer Avalanche Studios, *Renegade Ops* will unleash unprecedented mayhem and exhilarating destruction via Xbox LIVE® Arcade for the Xbox 360® video game and entertainment system from Microsoft, the PlayStation ® and PC Digital Download in 2011.

Renegade Ops puts players in a mobile commando unit sent behind enemy lines to defeat Inferno, a madman intent on global domination. Defeat enemies across a range of stunning environments using a wide variety of vehicles, from dispersing electromagnetic shock waves to the deployment of a huge Gatling gun armed to the teeth. Players have the choice to fight alone in single player mode, team up offline with two-player split screen or join the dynamic 4-player online co-op experience. Blast your way through enemy lines by working together, or compete for achievements as you and your friends aim to top the online leader boards.

“Renegade Ops is Avalanche Studios’ first strategic step into the world of digitally downloaded games, but certainly not the last. With a strong foundation in our unique technology, we can allow our teams working on digitally downloaded games to unleash their creativity,” commented Linus Blomberg Executive Producer at Avalanche Studios.

“A number of developers in the studio wanted to try developing a smaller digital project, so we gathered a team, built a new IP and SEGA gave us the opportunity to carry this out. The IP is all about driving or flying around blowing stuff up while playing with your friends and that to us, is a dream-project,” comments Andreas Thorsén, Senior Producer.

Unleash your full arsenal of weapons and destroy anything that stands in your path as you battle to protect the free world in any way possible. Madman Inferno, the commander of a sinister terrorist organisation, has detonated a devastating bomb to demonstrate the power of his new deadly weapon. Furious at the world’s leaders decision not to fight against Inferno, General Bryant has recruited a crack team of military specialists, known as the Renegade Ops, from around the globe to wage war against Inferno’s promise of world domination.

“Renegade Ops is SEGA’s first new IP on the digital space and we are thrilled with the remarkable visual look and extensive features that the game has to offer. It has been a great opportunity to work with a team as successful as Avalanche Studios,”commented Haruki Satomi, Vice President of Digital Business at SEGA. “Playing Renegade Ops with friends will be a hugely enjoyable experience which will stand out above other multiplayer online co-op games”

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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’s global website site is located at www.sega.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/usa

About Avalanche Studios, Sweden

Avalanche Studios is a video games developer focused on epic open-world action games for leading video game consoles and PC. The studio was founded in 2003 by Christofer Sundberg and Linus Blomberg and is based in Stockholm, Sweden. The studio is mostly known for its award-winning Just Cause franchise, published by Eidos/Square Enix. Avalanche Studios is a privately held independent developer and is also the owner of Expansive Worlds, a studio focused on online games connected to social communities. Avalanche Studios' website is located at www.avalanchestudios.se.

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