



IS THAT A PULSE RIFLE IN YOUR POCKET OR ARE YOU JUST HAPPY TO SEE ME?

*SEGA Announces Aliens: Infestation for Nintendo DS – A Side-scrolling Action Adventure Set in
the ALIENS Expanded Universe*

LONDON & SAN FRANCISCO (July 20th, 2011) – SEGA® Europe Ltd. and SEGA® of America, Inc. today announced *Aliens: Infestation*™ for Nintendo DS™, bringing the action-packed experience of the popular ALIENS™ film series to Nintendo’s best-selling handheld console in September 2011. Players will be able to recruit and play as 19 different marines, each with their own unique dialogue, and explore iconic environments including the Sulaco, the Derelict ship, and LV-426. *Aliens: Infestation* is an action-heavy side-scrolling exploration game and will be part of the ALIENS expanded universe.

Developed by WayForward in collaboration with Gearbox Software, *Aliens: Infestation* will pit players against the overwhelming Xenomorph hive using a vast selection of iconic weapons and tools from the series. Featuring character designs by popular comic artist Chris Bachalo and equipped with an upgrade and collectibles system, *Aliens: Infestation* will allow players to explore large-scale versions of some of the most fan-beloved environments of the iconic films.

“In contrast to our other Aliens title in the works at the moment, *Aliens: Infestation* delivers a game that focuses more on exploration of the expanded universe,” comments Gary Knight, Senior Vice President of Marketing, SEGA West. “WayForward really put all their passion into making *Aliens: Infestation* the definitive Aliens experience that you can fit in your pocket.”

Aliens: Infestation will be available September 2011 on Nintendo DS.

For more information about the game, please visit www.sega.com/aliensinfestation . For assets, please visit 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. 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.

About Gearbox Software:

Gearbox Software is respected industry wide for the award winning, best-selling original and licensed video games they have developed for major video game platforms. Founded in 1999 and located near Dallas, TX, Gearbox Software is well known for the creation, development and management of its original blockbuster video game franchises including the best-selling new property of 2009, Borderlands and its record setting downloadable content, Duke Nukem, including Duke Nukem Forever, the most anticipated title in video game history, and the critically acclaimed, award winning Brothers in Arms series of games. The company has also developed licensed video games for many of the industry's top franchises including Halo, Half-Life, Tony Hawk's Pro Skater, 007 James Bond, Aliens and others. Gearbox Software's success has been enabled and supported through several key mutually beneficial business relationships with strong publishing partners including Activision, Electronic Arts, Ubisoft Entertainment, Microsoft Games Studios, Sega, and Take-Two/2K Games.

About WayForward

WayForward is a premium independent game developer based in Southern California. For over 20 years WayForward has partnered with leading software publishers to bring critically acclaimed and commercially successful games to market across multiple platforms.

About Twentieth Century Fox Consumer Products

A recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third-party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

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