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CAN YOU SURVIVE THE DANGERS OF *YAKUZA 4*?

Experience a Side of Tokyo Rarely Seen in Part 4 of the Cult Classic

LONDON & SAN FRANCISCO (2nd September 2009) – SEGA® Europe Ltd. and SEGA® of America, Inc. today released the first gameplay trailer specifically created for the Western markets for *Yakuza*™ 4. The title, which was a surprise announcement at the 2010 E3 Expo, will be available exclusively on the PLAYSTATION®3 computer entertainment system in Spring 2011.

Set in a fully realised, authentic recreation of Tokyo's "Sin-City District" the deep and interweaving crime drama of *Yakuza 4* unfolds through the eyes of four unique and dangerous characters. Playing as the legendary Kazuma Kiryu, the loan shark Akiyama, escaped convict Saejima or detective Tanimura, players will need to survive the dangers and temptations of the Japanese underworld.

Visit Hostess clubs, try karaoke, or experience the pachinko parlours and other adult entertainment, only found in Tokyo. Each character will take on different missions, allowing the player to interact with the city from their unique viewpoints and experience every taboo in the underground world of Tokyo. And, for the first time in the series, you can explore the spectacular backdrop of the city's skyline in addition to the city's intricate underground system and its rich and realistic backstreets.

“The Yakuza franchise provides an unparalleled experience of Japanese culture and *Yakuza 4* brings a little known side of Tokyo to life in a truly authentic manner” said Gary Knight, Senior Vice President of Marketing at SEGA Europe Ltd. and SEGA of America, Inc. “This time not only through the experiences of Kazuma, but three new gritty and unique individuals from his world.”

For more information on the *Yakuza* series please visit www.yakuza-games.com. For press 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.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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