



PRESS RELEASE – FOR IMMEDIATE RELEASE

THINK SWIFTLY. THINK ILLOGICALLY. THINK *CRUSH*™

SEGA Announces CRUSH™, a Creative New Game for PSP®

LONDON & SAN FRANCISCO (January 23rd 2007) – SEGA Europe, Ltd and SEGA® of America, Inc. today announced that ***CRUSH*™**, an inventive new game for PSP® (PlayStation®Portable) system, is currently in development and scheduled for release in 2007. Developed by UK based Kuju Brighton, ***CRUSH*™** is an exciting new concept which challenges how players traditionally approach games with its intriguing new style of thought provoking gameplay.

Unique to its genre, ***CRUSH*™** flips traditional gameplay on its head and creates a valuable new gaming experience that is wholly suited to the PSP®. Set within a complex, hypnotic 3D world, players can *CRUSH* it to form simple 2D platforms, unlock secrets and then back again, to solve otherwise impossible challenges.

“***CRUSH*™** is a fresh and enjoyable new gaming experience that stretches the imagination in a bright new way,” said Matt Woodley, Creative Director, SEGA Europe Ltd. “Personally, it’s great to see the PSP® being used to show off a brand new IP that really tests gamers. Once your mind understands the sense of *CRUSHing*, a whole new world opens up, making seemingly impossible tasks suddenly become very obvious.”

Designed for a wide and varied audience, ***CRUSH*™** tells the story of a man with a lifetime of unresolved issues and bottled up emotions who has become a nervous wreck, unable to sleep at night, and yet too tired to turn his life around. Desperate for a cure, he turns to hypnosis and it’s during this state that he is given one last chance to sort through the wreckage of his past, before he loses the last thing he has – his sanity.

***CRUSH*™** is set for release for PSP® and is currently scheduled for release in 2007. For more information on all games by SEGA please visit www.sega-europe.com

- Ends -

About SEGA Europe Limited:

SEGA Europe Limited 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 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

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/us