



ALIEN: ISOLATION PASSES ONE MILLION MARK

-- CREATIVE ASSEMBLY HORROR GAME SCREAMS PAST MILESTONE WITH OVER 50 AWARDS --

SAN FRANCISCO & LONDON – January XX, 2015 – SEGA® of America, Inc., SEGA® Europe, Ltd. and Twentieth Century Fox Consumer Products today announced that *Alien: Isolation*™, the multi-award-winning survival horror game from Creative Assembly, has sold through in excess of one million units worldwide.

“It has been fantastic to watch the reviews come in and read of the reactions of players, hidden in the bowels of Sevastopol Station, terrified to make the next move,” said Creative Lead, Alistair Hope. “We set out to make the Alien game we had always wanted to play and from these figures it seems we also succeeded in making the Alien game another million wanted to play. We hope many more gamers enjoy *Alien: Isolation* in 2015.”

Critically acclaimed by both media and players alike, *Alien: Isolation* is a multi-award-winning first-person survival horror game with end of year awards from PC Gamer, Official Xbox Magazine (UK), Rock Paper Shotgun, Eurogamer, IGN, Destructoid, Official PlayStation Magazine (UK), Time Magazine, New Statesman, The Guardian, Game Reactor (Germany, Sweden, Finland), Games Radar, Edge Magazine and many more. With over 50 Game of the Year accolades, the press and public have commended the return to form of Ridley Scott’s terrifying creature.

“Fox is enormously pleased with how both SEGA and Creative Assembly have realized their homage to Ridley Scott’s iconic film Alien,” said Michael Doyle, vice president of interactive games for Twentieth Century Fox Consumer Products. “The project represents a paradigm shift in what is possible in the arena of licensed games.”

Alien: Isolation is a first-person survival horror game set on board a decommissioned trading station in the fringes of space. Players find themselves in an atmosphere of constant dread and mortal danger as an unpredictable, ruthless Xenomorph is stalking and killing deep in the shadows. Underpowered and underprepared, you must scavenge resources, improvise solutions and use your wits, not just to succeed in your mission, but to simply stay alive.

Alien: Isolation is available now for Xbox One, the all-in-one games and entertainment system from Microsoft, PlayStation®4 computer entertainment system, Windows PC, Xbox 360 games and entertainment system from Microsoft and PlayStation®3 computer entertainment system.

For more information and to keep ahead with the latest news, find us at alienisolation.com, follow us on facebook.com/alienisolation and join the conversation on twitter.com/alienisolation.

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About Creative Assembly

Founded in 1987, Creative Assembly is one of the UK's most successful and established game studios. Creator of the multi award-winning Total War strategy series, the studio has received numerous press, industry and consumer accolades, including BAFTAs and the Develop Industry Excellence awards. Home to over 300 highly talented developers and counting, the studio continues to expand to cover a variety of triple-A console, PC and mobile projects. Creative Assembly's website is located at www.creative-assembly.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 website 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 website is located at www.sega.com

About Twentieth Century Fox Consumer Products:

A division of 21st Century Fox and recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Century Fox Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, the flagship studio leading the industry in supplying award-winning and blockbuster primetime television programming and entertainment content.