



PRESS RELEASE – FOR IMMEDIATE RELEASE

BLEACH: THE 3RD PHANTOM TAKES ON NEW ROLE FOR EUROPE

Hit Anime Series enters the Strategy RPG Genre for the first time

LONDON (June 30th, 2009) – SEGA® Europe Ltd today announced that *BLEACH: The 3rd Phantom*™ will be released in Europe early next year, exclusively for the Nintendo DS™. Based on the critically acclaimed manga and animated series, *BLEACH: The 3rd Phantom* marks the first venture into the Strategy RPG genre for the series.

A spin-off from the main narrative, *BLEACH: The 3rd Phantom*'s exclusive storyline has been created from the ground up under the supervision of Tite Kubo, the author and creator of *BLEACH*. Shedding light on events that transpired before the anime, the story centres around the Soul Reaper twins, Fujimaru Kudo and his sister Matsuri Kudo. As they progress through the story, fans will encounter the familiar faces of Ichigo Kurosaki and Rukia Kuchiki, alongside never before seen characters developed specifically for the title.

The two lead characters offer completely unique gameplay experiences, as well as the chance to work cooperatively towards achieving their ultimate moves. With a further cast of over fifty characters who can be selected to join the battle, users will discover a wide range of dynamic personalities as they journey through the game. Interactive in-game dialogue sequences will allow gamers to manage personal relationships with the characters and even unlock new ones. As players fight against the Arrancar and Hollows,

they will gain experience to further customise their abilities. Utilising each character's unique skills and strengths, players will be able to adapt to any situation as they create and command an army of up to eight Soul Reapers.

BLEACH: The 3rd Phantom employs a traditional Strategy RPG gameplay format with an added bonus of anime styled combat during in-game battles. Gamers will enjoy the best of both worlds as the graphics in the field map feature outrageous renditions of BLEACH characters in a 3-D isometric environment, while in-game battles are rendered with beautiful 2-D graphics taken from the animated series. Once gamers complete the story mode, a bounty of unlockable content awaits them. The multiplayer feature will allow up to two players to battle head-to-head via Wireless Mode.

BLEACH: The 3rd Phantom on Nintendo DS is slated for release in Europe early in 2010. For more information about the game, please visit www.sega.com/bleachthirdphantom. For more information on the BLEACH manga or animated series please visit bleach.vizeurope.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 VIZ Media Europe, S.A.R.L. (VME)

Headquartered in Paris, France, VIZ Media Europe (VME) is a subsidiary of San Francisco-based VIZ Media, LLC. VME specializes in managing the development, marketing and distribution throughout Europe of Japanese animated entertainment and graphic novels (manga). VME handles some of the most popular Japanese manga and animation properties from initial production, through television placement and distribution to merchandise licensing and promotions for consumers of all ages. Current VME animated properties include BLEACH, BLUE DRAGON, DEATH NOTE, HAMTARO, HONEY & CLOVER, KEKKAISHI, KILARI, M.A.R NEURO, A PENGUIN'S TROUBLES and ZOIDS GENESIS. Contact VIZ Media Europe at 9, avenue de l'Opéra, 75001 Paris, France Phone +33 1 72 71 53 53; Fax: +33 1 42 96 97 36; and web site at www.vizeurope.com.