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CREATE YOUR OWN MOMENT OF SPORTING HISTORY WITH *LONDON 2012™ - THE OFFICIAL VIDEO GAME OF THE OLYMPIC GAMES*

LONDON & SAN FRANCISCO (January 17th, 2012) – SEGA® Europe Ltd. & SEGA® America, Inc., are excited to announce further details for the upcoming *London 2012™ - The Official Video Game of the Olympic Games*. Favourite Olympic events make a welcome return in 2012, with the addition of new Olympic disciplines, improved modes of play and motion control support for PlayStation®Move and Kinect™ for Xbox 360®. Available for PC, the Xbox 360® video game and entertainment system, and the PlayStation®3 computer entertainment system, *London 2012™* will be in stores for June 2012.

For the first time in an officially licensed Olympic video game, *London 2012™* will support motion control in a number of different Olympic events. Budding sports heroes will have an enhanced and realistic way of competing in a number of events that are compatible with PlayStation®Move and Kinect™ including 110m Hurdles, Beach Volleyball (Kinect only) and 25m Rapid Fire Pistol (Move only). Over 30 Olympic events have been authentically recreated in their official Olympic arenas with a host of new disciplines making their debut for *London 2012™*. Keirin (cycling) at the Velodrome, 10m Synchronised Platform (diving) at the Aquatics Centre and Trampoline at North Greenwich Arena are just some of the new events in which you can compete for that coveted gold medal.

In another first for this iteration of the video game, *London 2012™* will take the world's biggest sporting event online in the form of global leaderboards. The leaderboards will track personal medals gained whilst playing online, with each personal medal won added to that nation's medal table. Every medal won will help to improve a nation's standing in the leaderboards, creating even more moments of sporting glory and fame across the

globe. *London 2012™* will contain a number of game modes including single player Olympic Games mode, online and offline multiplayer and party play.

“*London 2012™* sees the successful relationship between SEGA, ISM and the IOC become even more exciting in the run up to the 2012 Olympic Games”, commented Gary Knight, Senior Vice President of Marketing at SEGA Europe and SEGA of America. “With all new Olympic events and returning favourite sports brought to life with the very latest video gaming technology, everyone can truly compete in the greatest sporting event on earth”.

For more information about the game, please visit:

www.olympicvideogames.com/london2012

For assets, please visit the SEGA press site at 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

About ISM:

ISM is active in managing and developing entertainment software applications. In addition to the exclusive rights ownership of the Olympic Games, ISM is one of the world's leading providers of sports fantasy games, particularly specializing in the football/soccer sector. Visit the company's website at www.ismltd.com

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