



THE BRITISH ARE COMING!!

SEGA ANNOUNCES *COMPANY OF HEROES 2: THE BRITISH FORCES*

Standalone Multiplayer Army Pack Enhances the Depth of Company of Heroes 2

SAN FRANCISCO & LONDON – July 9, 2015 –SEGA® of America, Inc. and SEGA® Europe Ltd. today announced *Company of Heroes® 2: The British Forces* from Relic Entertainment™ - an all-new standalone multiplayer army pack launching September 3, 2015 for \$12.99, £9.99, €12.99. *The British Forces* features 15 new units, six new commanders with unique abilities and a total of eight new multiplayer maps portraying historic battlefield locations representing the shattered infrastructure seen throughout Europe at the end of World War II.

An authentic representation of the British army, *The British Forces* brings to life the iconic vehicles, weapons and multicultural makeup of World War II's longest standing Allied force. The portrayal of the British army also extends to how their fighting style was implemented into the overall game design. With a military tactical doctrine that balanced mobility and defense, *The British Forces* gives players a choice in how they progress through the tech tree. They can either follow an 'anvil' approach by adopting powerful defensive positions through the use of emplacements or they can take an aggressive 'hammer' approach by using fast, hard-hitting units to wreak havoc on the battlefield.

Additionally, coinciding with *The British Forces*' release, every title in the *Company of Heroes 2* catalogue will receive a major design upgrade that will greatly improve the overall balance of all

five factions featured in *Company of Heroes 2*. The game also features animation and visual improvements to most infantry units in the game, which further increase the authenticity of *Company of Heroes 2*.

“The British Army has been one of the most requested factions since we first announced *Company of Heroes 2* three years ago. The British were a major player in WWII and we are excited to bring their unique makeup and overall tactical doctrine to the *Company of Heroes 2* battlefield,” said Greg Wilson, Executive Producer at Relic Entertainment. “Finally, every player – whether they are new to the franchise or a long standing fan – can play *The British Forces* and have a compelling multiplayer experience with an army that can certainly go toe-to-toe with every other faction in the game.”

The British Forces will be available from September 3, 2015 as a stand-alone package that is the perfect entry point into the vibrant *Company of Heroes 2* community. New players will also have access to all pre-existing *Company of Heroes 2* maps via auto-match as well as the ability to battle against all other existing factions.

Pre-order on Steam to receive a 10% discount. Owners of any *Company of Heroes* game will receive a 20% discount. The pre-order incentive will be live from July 9, 10AM PST/6PM BST/7PM CET.

For more information on *Company of Heroes 2*, please see www.companyofheroes.com. For assets, please go to www.sega-press.com.

About Relic Entertainment Inc.

Relic Entertainment™ is a SEGA owned studio located in Vancouver, Canada. Founded in 1997, Relic is an award winning studio, known for critically-acclaimed titles like *Homeworld*, *Company of Heroes* and the *Dawn of War* series as well as other genre-defining real-time strategy titles.

About SEGA® Europe Ltd.:

SEGA® Europe Ltd. is the European Distribution arm of Tokyo, Japan-based SEGA Games Co., Ltd., 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

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