

The Eagerly-Awaited Sega and Retro-Bit Collaboration Sees Success in the Gaming Community Before its March and April Release

Pomona, CA – Since announcing their partnership with Sega® at [CES 2018](#), the gaming community and media outlets have been waiting in anticipation for the launch of the gaming industry's most sought-after controllers. [Retro-Bit®](#) is proud to announce their line of [six officially-licensed controllers](#) will be available world-wide this spring 2019. The line-up includes controllers in various colors of Sega Genesis®, Mega Drive and Sega Saturn® with original and USB®-ports.

- [Sega Genesis® 6-button Arcade Pad - Original Port](#) - NA (*Available April 2019*)
- [Sega Genesis® 8-button Arcade Pad - USB®](#) - NA (*Available March 2019*)
- [Sega® Mega Drive 6-button Arcade Pad - Original Port](#) - EU (*Available May 2019*)
- [Sega® Mega Drive 8-button Arcade Pad - USB®](#) - EU (*Available April 2019*)
- [Sega Saturn® Control Pad - Original Port](#) - NA and EU (*Available April 2019*)
- [Sega Saturn® with USB® Control Pad](#) - NA and EU (*Available April 2019*)

Many gamers and media outlets have had the opportunity to demo and review these controllers where both enthusiastic and well-received responses were recognized by experts in the gaming community.

With Retro-Bit®'s global audience, the line-up carries the Sega Genesis® controllers which has original and USB® ports with all original-grade quality as their original Sega® counterparts, and are available in black and clear blue; while the Sega Saturn® for [Original](#) and [USB®](#) are brought to you in black and slate grey. Similar to North America, [Retro-Bit®'s European controller](#) lineup includes both [Original Port](#) and [USB®](#) versions of the Sega® Mega Drive and Sega Saturn® controllers with the same color options.

Some of the notable differences gamers can identify with the controller line is the [quality grade](#) cord, now extended to 10-feet (3 meters) and made for ultimate mobility while in play. During development of the controllers, additional detail was placed in the performance of the D-Pad which is often a scrutinized component to retro gaming fans. However, the Retro-Bit® controllers have been well-received [among media](#) for this feature.

One update Retro-Bit® included to enhance gameplay is a repositioned mode button in the controller with USB® port to make it more ergonomic and cater to the gamer's alternative gaming options.

However, Retro-Bit® did not stray too far from the classics. The alp shoulder buttons are a nostalgic nod to the original Sega® controllers, and Retro-Bit® saw the sentiment as an opportunity to preserve the best practice. *“We are extremely happy to have collaborated with Sega to bring the world of gaming these timeless classics back with a special touch of Retro-Bit. We made very precise revisions to absolutely perfect them in order to bring the best quality of controllers for the gaming community. Just in the same quality that Sega always has. I believe we’ve achieved just that”*, said Richard Igros, Marketing Manager at [Innex Inc.](#), Retro-Bit’s exclusive distributor.

For any details on each Retro-Bit® controller and where to purchase, visit the Retro-Bit® website at [retro-bit.com](#).

The Retro-Bit® controllers are now available on [Amazon.com](#) , [Amazon.co.uk](#), and [Amazon.de](#). As well as your local video game stores, [Lukie Games](#) and [CastlemaniaGames.com](#).

View the Press Kit with all details, photos, and specs about the Sega® x Retro-Bit® collaboration: For [NA](#) and for [EU](#)

About Retro-Bit

A leader in the retro gaming community for more than a decade, Retro-Bit® brings new life to classic video game consoles with exciting accessories and controllers. From the original Atari® to the PlayStation® and almost anything in between, Retro-Bit offers the best new ways to play old games. Retro-Bit can be found online at [retro-bit.com](#), Facebook ([@Retrobitgaming](#)) and Twitter ([@RetroBitGaming](#)).

About Innex Inc.

*Innex Inc was founded in 2004 on the principles of innovation, fun, and a commitment to customer service. Over a decade later and they continue to offer the **Innex Experience** of offering customers a wide variety of video-game related toys and peripherals at a competitive price. Innex is an exclusive distributor of world-renowned brands such as, Retro-Bit® and Stubbins®.*

Innex is an award-winning leader in global distribution offering multiple services and shipping plans. They partner with the most recognizable and trusted brands and licenses in the industry. More information can be found online at [innexinc.com](#).

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Due to a policy of continuous product improvement, Retro-Bit reserves the right to change specifications and content without notice.

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