



PRESS RELEASE – FOR IMMEDIATE RELEASE

**DETAILS RELEASED ON NEW *ALIENS vs. PREDATOR*
GAME FROM SEGA AND TWENTIETH CENTURY FOX
LICENSING & MERCHANDISING**

*Play as a Colonial Marine, Alien and Predator in single-player and
incredible 3-way multiplayer. Hunter. Survivor. Prey. Which will you be?*

LONDON AND SAN FRANCISCO (May 20, 2009) – SEGA Europe Ltd. and SEGA of America, Inc. today reveal details of the much anticipated FPS action horror game, *Aliens vs. Predator*[™] (*working title*). It will be the first title to be launched in SEGA's forthcoming series of *Aliens* games licensed by Twentieth Century Fox Licensing & Merchandising (Fox Licensing).

Developed at Rebellion by the team responsible for the original 1999 classic, in the all-new *Aliens vs. Predator* players will have the chance to take the role of the three infamous species; the Colonial Marine, the Predator and the Alien. Each of the three species has its very own distinct story-driven single-player campaign mode that interweaves with the campaigns of the other two species. *Aliens vs. Predator* will also feature unique 3-way online multiplayer, allowing gamers to pit the three species against each other in the ultimate battle for survival and for the right to be crowned the deadliest species.

On planet BG-386 a colonist mining group discovers an ancient pyramid containing a dark and horrible secret. Across the stars a race of warriors is alerted to the discovery of their pyramid and a hunting party is dispatched to ensure that it remains sealed at all costs, whilst deep inside the ruined pyramid a malevolent intelligence awakes from centuries of dormancy.

The Marine's story is an incredible fight against the odds, and the horrors lurking in the dark. Beset on all sides yet armed to the teeth, the Colonial Marine represents humanity's last stand with the firepower to fight back.

As the Alien, players will discover what it's like to be the most murderous and lethal creature in the universe, with the ability to traverse any surface with awesome agility in order to get close enough to unleash its deadly teeth and claws.

A master of the hunt, the Predator grants the player a suite of exotic weaponry and equipment with which to stalk its unknowing prey. Earn the greatest honour by ambushing prey up-close and butchering them for a gory trophy kill.

"The original Aliens vs. Predator game was a landmark title for Rebellion, and we are both proud and excited to be revisiting the license with SEGA and Fox L&M. Our new technology will enable us to produce a truly terrifying and visceral experience," said Jason Kingsley, CEO and Creative Director at Rebellion.

"Aliens vs. Predator is a powerful franchise for Fox and provides endless possibilities in the interactive space," said Gary Rosenfeld, Senior Vice President, New Media for Fox Licensing. "SEGA and Rebellion have created an excellent gaming experience that will help this legacy live on."

Aliens vs. Predator is set to be released on Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system and Windows-based PC in early 2010.

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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 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 Twentieth Century Fox Licensing & Merchandising

A recognized industry leader, Twentieth Century Fox Licensing and Merchandising licenses and markets properties worldwide behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

About Rebellion®:

The UK-based computer games super-developer was established in 1992 by brothers Jason and Chris Kingsley. Their first major success was *Aliens Vs. Predator™*, creating game innovations years ahead of their time. As their name suggests, their approach to game production is focused primarily on cross-platform innovation and product quality.

Their purchase of the UK sci-fi comic 2000 AD in 2000 and subsequent motion picture productions has provided valuable in-sight and experience in creating its unique product portfolio.

In 2005, *Sniper Elite™* was released with Namco and MC2, securing critical acclaim, global sales success and winning the TIGA Award for 'Best PC/Console Game 2005'. Lauded as 'The Gran Turismo of war games' by the gaming press, it has built upon the collection of Rebellion® owned IPs, which includes *World War Zero®* and the 2000 AD character *Rogue Trooper®*.

In the summer of 2006, Rebellion® purchased the Core Design studios, responsible for the Lara Croft - Tomb Raider series and Strangelite studios in Liverpool. These acquisitions established the company as one of the biggest and most innovative studios within the European development community.

From July to December 2006, Rebellion® won 'Most Improved Developer' at the Develop Industry Excellence Awards, was nominated for two BAFTA awards for Best Character and Best Screenplay for *Rogue Trooper®* and won the TIGA Awards for 'Best Developer' and 'Best Hand-held and console game' for *Miami Vice: The Game*.

2007 was Rebellion's 15th anniversary and saw the company acquire the Awesome Studio from Ignition in March increasing its staff to 280 personnel. 2007 saw the release of the global hits; *The Simpsons Game* with EA on PlayStation®2 & PSP & Nintendo Wii, *Harry Potter and the Order of the Phoenix* with EA on PlayStation®PSP, *Star Wars: Renegade Squadron* with LucasArts on PlayStation®PSP, *Aliens Vs. Predator: Requiem* with Sierra on PlayStation®PSP and finally Rebellion's own brand *Free Running®* with Reef Entertainment on PlayStation®2 & PSP.

2008 saw a move to purpose built Studio facilities in Oxford, and several Next-Gen project announcements.

The Develop 100 2008 rankings saw Rebellion rise to No.16, making the studio the No.1 Independent Developer in Europe.

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