



PRESS RELEASE – FOR IMMEDIATE RELEASE

THE WAIT FOR BAYONETTA IS ALMOST OVER

BAYONETTA release date confirmed for the west and perfect score achieved in the east

LONDON & SAN FRANCISCO (October 29, 2009) – In the week that SEGA of Japan releases the Xbox 360 and PlayStation 3 action game *BAYONETTA*, [SEGA Europe Ltd.](#) and [SEGA of America Inc. can](#) reveal that the perfectly rated and eagerly anticipated third person action title will be the first genuine triple A of 2010. Offering exclusive pre-order items for the western market, *BAYONETTA* goes on sale in the US on January 5th and across Europe on January 8th 2010.

This week sees the launch of *BAYONETTA* in Japan, following the recently published New Game Cross Review in the November 5th 2009 issue of Japan's most respected games magazine, Weekly Famitsu. The game achieved a perfect score of 40/40 for Xbox 360 and 38/40 for PlayStation 3, with both scores garnering a Platinum award. *BAYONETTA* is only the 12th game ever to receive a perfect score in the magazine's history since its first issue in 1986.

“Traditionally high scoring games in Famitsu go on to perform very well at retail in both Japan and the rest of the world. PlatinumGames set out to deliver a game that redefines the 3D action genre, and we feel that they have set a benchmark for future games in the genre to aspire to,” said Mike Hayes, CEO of SEGA America & SEGA Europe. “We chose a January ship date for *BAYONETTA* as we firmly believe that it is the best time for SEGA and our retail partners to launch this exciting new IP in the West, and push for a number #1 retail slot. *BAYONETTA* is a huge title for us and the perfect start for the New Year, both for SEGA and gamers across Europe and America.”

BAYONETTA created a huge buzz at this year's E3 where it was critically acclaimed by the press, picking up numerous best of show nominations and ultimately winning 1Up.com's Best Action Game of the convention.

From the creators of *Devil May Cry* and *Resident Evil* comes the free flowing over-the-top action of *BAYONETTA*. Play as *BAYONETTA*, a witch with powers beyond the comprehension of mere mortals and face-off against countless enemies, evil forces and giant sized bosses in a game of 100% pure adrenaline fuelled all-out action.

BAYONETTA is set for release in the US on January 5th and across Europe on January 8th 2010 on Xbox 360® video game and entertainment system from Microsoft and PLAYSTATION®3 computer entertainment system.

For *BAYONETTA* assets please visit 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's global website 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's global website site is located at www.sega.com.

About PlatinumGames:

PlatinumGames Inc. is an independent entertainment development studio located in Osaka, Japan and is dedicated to making high quality, next generation games for a variety of hardware platforms. Previously established as ODD Ltd. in February 2006, the company changed its name to ODD Inc. in July 2006. In October 2007, ODD merged with SEEDS Inc., a company established by ex-key members of Clover Studio Co. Ltd, a subsidiary company of Capcom. Thereafter the company changed its name to PlatinumGames Inc..

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