



PRESS RELEASE – FOR IMMEDIATE RELEASE

SEGA ANNOUNCE NEW STARS AND MULTI-PLATFORM RELEASE FOR VIRTUA TENNIS 3!

*Brand New Innovative Content, Top International Players and New Multi-Format Release
Strategy for SEGA's Benchmark Tennis Franchise*

LONDON & SAN FRANCISCO (August 23rd, 2006) – SEGA Europe Ltd. and SEGA® of America, Inc. today announced the complete line up of top tennis stars, plus a whole host of new features destined to set the courts alight in *Virtua Tennis 3*. By releasing on the PSP and PC, as well as on PS3 and X360 in Spring 2007, this will be the first time this classic franchise has had a simultaneous multi-platform release.

Virtua Tennis 3 will include a host of superstar tennis players from both the male and female circuits. World No.1 and 2006 Wimbledon Champion Amelie Mauresmo heads up the roster of womens tennis greats alongside global superstar Maria Sharapova, world renowned powerhouse Venus Williams and the resurgent Martina Hingis. Rising star Nicole Pietrangeli, hard hitting Lindsay Davenport and Slovakian Daniela Hantuchova complete the list of women's headliners you can chose to either play as or against as you compete in one of *Virtua Tennis 3*'s many tournaments.

The very best of men's tennis is also available in *Virtua Tennis 3* with top seed and four times Wimbledon Champion Roger Federer leading the men's line up. Gamers can also sample the raw power of World No.2 Rafael Nadal, the dangerous serve of Andy Roddick, the serve and volley skills of Tim Henman or the tenacity of Lleyton Hewitt. New to *Virtua Tennis 3* are the next generation of tennis superstars in James Blake, Mario Ancic, Gael Monfils and Taylor Dent. Completing the list are global stars David Nalbandian, Sebastien Grosjean, Juan Carlos Ferrero, and Tommy Haas.

Virtua Tennis 3 will again allow players to create their own tennis superstar to take part in a brand new iteration of the popular World Tour Mode. By using the extensive player creation module, building up your stats and winning exhibition and tournament matches you too could become a World No.1! In addition to this the World Tour mode will include 10 brand new addictive Mini Games that feature all the hallmarks of the classic games fans know and love. And that's not all! There are also two classic mini games that will help you perfect your skills on your quest to the top.

Also new to the series, Court Games will add a fresh feel to the multiplayer side of *Virtua Tennis 3*. These quirky variants of the beloved mini-games allow for frantic games against up to three human opponents, offering a new multiplayer experience for all and further deepening the longevity of the definitive next gen tennis experience.

The final addition of five set matches rounds off *Virtua Tennis 3*'s comprehensive list of new and improved features, cementing the franchise's position as the benchmark tennis videogame available on any videogames format.

Virtua Tennis 3 is set for release on PS3, X360, PSP and PC in Spring 2007.

About SEGA® Europe:

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, 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 Europe. SEGA Europe's web site is located at www.sega-europe.com.

About SEGA of America

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/us

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