



**PRESS RELEASE – FOR IMMEDIATE RELEASE**

## ***VIKING: BATTLE FOR ASGARD™***

*Immerse yourself in Norse mythology as Skarin, a fearsome Viking warrior fated to defend mankind and discover the secrets of his past...*

LONDON & SAN FRANCISCO (August 21<sup>st</sup> 2007) - SEGA® Europe Ltd and SEGA® of America, Inc. today announced *VIKING: Battle For Asgard™*, the latest console title from the award winning and critically acclaimed development studio, The Creative Assembly. As Skarin, a new iconic gaming hero, experience the violent yet spectacular world of the Vikings and their Gods on the Xbox 360™ video game and entertainment system from Microsoft and the Sony PlayStation® 3 computer entertainment system, early in 2008.

A fierce struggle is taking place within the realm of the Norse Gods. The Goddess Hel has been banished for defying Odin, Lord of Asgard. Angry at her fate, Hel has raised an army of undead warriors to enslave the mortal realm of Midgard, and then provoke Ragnarok - the apocalyptic battle that that will destroy Asgard and the Gods themselves. The task of stopping Hel and defending the future of mankind falls to Skarin, a promising but deeply flawed young warrior, ignorant of the true reason for his favour with the Gods...

Leave a bloody trail of dismembered foes as you master an involving and addictive combat style with destructive mythical powers and abilities. Explore vast and visually stunning open-world environments whilst slaying your enemies with a huge array of devastating and brutal combat moves. Tame mighty dragons and unleash their rain of fire, laying waste to the enemy hordes that stand in your way. Free enslaved warriors to wage war on Hel's legion and lead them into huge, epic battles featuring colossal giants, powerful shaman, deadly assassins and Hel's own champions. Here players can use Skarin's emerging skills to help turn the tide of conflict with a timely murder or through the brutality of a visceral wave of slaughter.

"Skarin is a cutting edge hero in a fantastic re-imagining of Norse Mythology. Skarin is obviously a very dangerous man." said Gary Knight, European Marketing Director SEGA

Europe. “Add in his inner conflict, a confused heritage and a growing distrust of the Gods and you have the makings of gaming’s next great hero.”

*VIKING: Battle For Asgard*<sup>™</sup> is due for release on Xbox 360<sup>™</sup> and PlayStation® 3 early in 2008. For more information please visit [www.sega-europe.com](http://www.sega-europe.com). For assets for press please visit [www.sega-press.com](http://www.sega-press.com).

**About SEGA Europe Limited:**

SEGA Europe Limited 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 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](http://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/usa](http://www.sega.com/usa)

# # #