



PRESS RELEASE – FOR IMMEDIATE RELEASE

SEGA TO RELEASE SPIKE OUT BATTLE STREET FOR XBOX LIVE!

LONDON, UK – March 3rd, 2005 – SEGA Europe Ltd, today announced that they are to publish *Spike Out Battle Street*, their online battle game for Xbox Live. *Spike Out Battle Street* has been converted from a popular arcade game and offers superior online combat alongside a cracking single player story mode. Developed and published by SEGA, this street-set-scrapper is ready to thump its way on to Xbox for April 2005.

“SEGA continues a proud tradition of bringing fantastic arcade games to the console and this arcade conversion offers Xbox Live users a unique online fighting experience,” comments Matt Woodley, European Marketing Director of Sega Europe Ltd. “*Spike Out Battle Street* gives fans a simple, enjoyable fighting game that offers a compelling single player story mode that pushes Xbox live to the very limit with its extraordinary online game-play.”

The story picks up where an old turf war between two rival gangs – Team Spike and Team Inferno – has erupted once again. It’s been 10 years since the blood dried on their first encounter. Spike Jr, leader of Team Spike, has decided to deal out a bit of pain to his father’s nemesis, Michael, who still heads up Team Inferno. Kew an action filled beat ‘em up where it’s no-holds barred action all the way.

Players will step into a vast destructible 3D landscape, where Xbox Live and voice chat mix with an array of colourful characters to create a hugely enjoyable scrap – it looks like the Xbox will soon get the brawling battle it’s been waiting for!

Key Features

- A first class beat-‘em-up based on the hit arcade game
- Offers Xbox live customers simultaneous player battles
- Ten extensive and varied destructible levels
- Live voice chat and online ranking via Xbox live

- Destructible game environment

Spike Out Battle Street is slated for release across Europe in April 2005.

About SEGA®

SEGA Europe Ltd. is the European Publishing 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