SEGA BRINGS CRITICALLY ACCLAIMED *YAKUZA* TO EUROPE & THE U.S. EXCLUSIVELY ON THE PLAYSTATION 2

Dare to Enter the Hidden World of Japan's Notorious Underground Organization

SAN FRANCISCO & LONDON (February 23rd, 2006) - SEGA of America, Inc. and SEGA Europe Ltd. today announced the critically-acclaimed title *Yakuza (*Japanese title: *Ryu Ga Gotoku),* a thrilling action-adventure game created by respected producer Toshihiro Nagoshi and award-winning novelist Seishu Hase. Developed exclusively for the PlayStation®2 computer entertainment system, *Yakuza* takes players deep into the world of Japan's infamous underground organisation.

In a society where respect and honour holds great importance, there is an even higher regard for these traits within the one organisation that is most feared by all: the Yakuza. Kiryu Kazuma – a former rising star in the Yakuza who is rebuilding his life after serving a 10-year prison term for murder – suddenly finds himself caught in a spiraling underworld plot involving a mysterious girl known as Haruka and 10 Billion missing Yen. Kazuma must use his fists and his wits to stay alive as he unravels the complex web of truth and lies that surrounds the notorious Yakuza.

"We feel that the street brawling gameplay in particular will impress everyone" commented Matt Woodley, Creative Director of SEGA Europe. "Getting this spot on in games has proven hard for some developers in the past, but the Yakuza team have pulled it off with great style. Add to that some of the most evocative locations seen in a game and we have a title SEGA are very excited to be releasing"

Yakuza delivers a perfect balance of action and adventure with its stylish fighting mechanics and immersive storyline. Created specifically for *Yakuza*, the game's combat engine allow players to string together attack combinations to take out multiple enemies simultaneously in street brawls; grab and smash enemies against walls and tables; and pick up objects to use as weapons to crush opponents. Players can increase strength, stamina, and skills through combat; and experience the adrenaline of pure fighting power by maximizing the Heat Gauge to deliver skull-shattering blows.

Freely explore Tokyo's hidden urban nightlife — from sprawling neon-lit streets and nightclubs to actual shops licensed specifically to deliver the authenticity of this enticing metropolis. Players can strategically increase Kazuma's skills and attributes by accumulating weapons and items, engaging in numerous side missions, interrogating and bribing informants and even gambling. *Yakuza* is an all-encompassing, immersive chronicle that captures the full scope of the Yakuza by authentically recreating Tokyo's underground nightlife, while unveiling the mystery surrounding the Yakuza's traditional honor, respect, and loyalty system.

Yakuza for the PlayStation 2 is slated to ship in Summer 2006. For more information on SEGA products please visit www.sega-europe.com

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