



PRESS RELEASE – FOR IMMEDIATE RELEASE

SEGA'S *CHARLOTTE'S WEB* VIDEO GAMES SPELL BIG FUN FOR THE WHOLE FAMILY

SEGA to Publish Video Games Based on Nickelodeon Movies/Walden Media/Paramount Pictures' Upcoming Feature Film

LONDON & SAN FRANCISCO (May 4, 2006) - SEGA Europe Ltd. and SEGA of America, Inc. today announced *Charlotte's Web*, an enchanting video game under license from Nickelodeon & Viacom Consumer Products based on the upcoming feature film from Nickelodeon Movies/Walden Media/Paramount Pictures. Scheduled for release this winter, the game will be available for the Nintendo Game Boy® Advance, DS™ and PC CD-ROM.

Playing as Wilbur the pig or Templeton the rat, gamers will be drawn into engaging tasks as they explore four fascinating worlds including Zuckerman's Barn, a Junkyard, the Countryside and the County Fair, each containing numerous challenging levels. Along the way, players will meet and interact with truly memorable characters from the movie including Charlotte, Wilbur's best friend and confidante, who requires aid in finding her missing spider hatchlings; and Gussy the goose, who needs help locating and hatching her goslings.

"This captivating game will give players of all ages the opportunity to explore the charming and familiar world of *Charlotte's Web* like never before," said Scott A. Steinberg, Vice President of Marketing, SEGA of America, Inc. "Players will find themselves immersed in an interactive environment where they'll encounter a colourful cast of characters while they embark on a very special journey."

The Game Boy® Advance and Nintendo DS versions are loaded with additional entertaining mini-games, such as *Ring Toss* and *Bumper Cars*, that are hidden throughout

the multiple levels. The mini-games are designed for easy pick up and playability and will keep gamers coming back to the fascinating world of *Charlotte's Web*.

The Nintendo DS version contains numerous extras that maximise the handheld's unique capabilities; including stylus support and wireless multiplayer for up to four players. An additional, unlockable mini-game, where gamers can play as Fern and care for Wilbur, is also waiting to be discovered!

Developed by Backbone Entertainment, a division of Foundation 9 Entertainment, *Charlotte's Web* will bring to life one of the most beloved stories of all time.

About SEGA® of America, Inc.

SEGA® of America, Inc. is the American Publishing 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. The SEGA® of America, Inc. Web site is located at www.SEGA.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. The SEGA® Europe, Ltd. Web site is located at www.sega-europe.com.

Backbone Entertainment

Part of Foundation 9 Entertainment (www.F9E.com), the largest independent game developer in North America, Backbone specializes in developing original and licensed IP for all platforms and creating merchandising opportunities in diversified entertainment genres. Backbone is based in Emeryville, CA, Vancouver, BC, and Charlottetown, Prince Edward Island and can be found on the web at: www.backboneentertainment.com.

Backbone, along with The Collective, Pipeworks, ImaginEngine, and Digital Eclipse make up Foundation 9 Entertainment. The company's studios have developed more than 300 titles, including more than 40 in 2005 alone. Foundation 9 Entertainment employs more than 350 employees, and has offices in Newport Beach, Emeryville, Vancouver, Boston, Eugene, Charlottetown and Honolulu. For more information on Foundation 9 Entertainment, please visit: www.F9E.com.

About Nickelodeon & Viacom Consumer Products

Nickelodeon & Viacom Consumer Products (NVCP) manages the merchandise licensing, home video, music, book and interactive software businesses for Nickelodeon brands and characters as well as the properties of Comedy Central, Spike TV and MTV Networks International, as well as some non-Viacom properties. In addition, NVCP manages the merchandise, interactive, book, and wireless licensing for Paramount Pictures properties. Nickelodeon, MTV Networks, Comedy Central and Spike TV are trademarks of Viacom International Inc.

About Paramount Pictures

Paramount Pictures is part of the entertainment operations of Viacom Inc. (NYSE: VIA and VIAB), one of the world's largest entertainment and media companies and a leader in the production, promotion, and distribution of entertainment news, sports and music.

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