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**GET SCRIBBLING WITH SEGA'S *PICTOIMAGE* FOR NINTENDO DS**

*Push your freehand drawing skills to the limit!*

**LONDON & SAN FRANCISCO** (May 22<sup>nd</sup>, 2008) – SEGA® Europe Ltd. and SEGA® of America, Inc. today announced that *PictoImage*™, a fun and challenging party game that will sharpen your wit and drawing skills, is coming exclusively to Nintendo DS™ in August 2008.

*PictoImage* is a pick up and play puzzle game in which players take turns drawing the image of a word, while competitors race against the clock to guess the word first. The words are generated at random and can be anything from an apple, to a waterfall or a butler! Even if art is not your best subject, the three playable modes means there really is something for everyone and it can actually help you learn to draw!

The Multiplayer Mode in *PictoImage* allows up to eight players to enjoy a variety of party drawing games. In Picture Pass, for example, a subject will be passed from player to player in an image and the last player guesses the subject based on the last drawing. The single-player and two-player mode gets players guessing an image from a library of 300 drawings created by people of all ages whilst the tutorial mode teaches players how to draw different images from the four main categories of *Animals*, *Objects*, *Food*, and *Other*. Art has never been so much fun!

*PictoImage* is exclusive to the Nintendo DS and will be available in August 2008.

For art and more information, please visit [www.sega-press.com](http://www.sega-press.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. 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](http://www.sega.com).