



PRESS RELEASE – FOR IMMEDIATE RELEASE

SEGA® UNVEILS VIRTUAL CONSOLE LAUNCH TITLES

10 SEGA MEGA DRIVE Classics Will Be Available for Download on Nintendo® Wii's Virtual Console at Launch

LONDON & SAN FRANCISCO (November 1st, 2006) – SEGA Europe Ltd. and SEGA® of America, Inc. today announced the first round of titles from its SEGA® MEGA DRIVE Console library that will be available on Nintendo® Wii's Virtual Console games download service from December 8th 2006. The games will be offered at 800 *Wii Points* (approx €8 per title), which can be purchased as an online download. Spanning all the popular genres, the announced titles include SEGA MEGA DRIVE classics such as *Sonic the Hedgehog*, *Altered Beast*, *Columns*, *Ecco the Dolphin*, *Gunstar Heroes*, *Golden Axe*, *Space Harrier II*, *Toe Jam and Earl*, *Ristar* and *Dr. Robotnik's Mean Bean Machine*.

“Nintendo has offered a great gateway in bringing classic titles such as Sonic the Hedgehog, Altered Beast and Toe Jam and Earl to Wii console owners,” said Matt Woodley, Creative Director, SEGA Europe. “This is only the beginning though as you can expect to see more announcements regarding other classic titles coming to Virtual Console in the coming months.”

In addition to providing downloadable access to Nintendo games from the NES®, Super NES® and Nintendo 64®, the built-in Virtual Console feature for the Nintendo® Wii features a “best of” selection from SEGA MEGA DRIVE titles that will be updated with new game content every month, starting in December.

About SEGA® Europe

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, 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.

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.

About Nintendo

Nintendo Co., Ltd. of Kyoto, Japan, is the acknowledged worldwide leader in the creation of interactive entertainment. To date, Nintendo has sold more than 1.9 billion video games worldwide, created such industry icons as Mario® and Donkey Kong and launched franchises like The Legend of Zelda® and Pokémon®. Nintendo manufactures and markets hardware and software for its popular home video game systems, including the Nintendo 64, NINTENDO GAMECUBE, Game Boy Advance and Game Boy - the world's best-selling video game system which has sold over 170 million units. As a wholly owned subsidiary, Nintendo of Europe, based in Grossostheim, Germany, was established in 1990 and serves as headquarters for Nintendo's operations in Europe.