



FOR IMMEDIATE RELEASE

**SEGA ANNOUNCES UPCOMING EUROPEAN RELEASE
OF *PHANTASY STAR PORTABLE* FOR PSP SYSTEM**

Experience the Incredible Sci-Fi Action-RPG Adventure on the Go!

LONDON (October 16, 2008) – SEGA® of Europe, Ltd. today announced that *Phantasy Star Portable™* will be coming to Europe exclusively for the PSP® (PlayStation®Portable) system. Based on a recent chart topping and critically acclaimed Japanese title, gamers can now experience the exhilarating RPG adventure of the *Phantasy Star Universe* series anytime, anywhere.

“The *Phantasy Star Universe* series offered a compelling role-play experience with excellent multi-player modes in delightful atmospheres,” commented Gary Knight, European Marketing Director for SEGA Europe. “These aspects are represented authentically in *Phantasy Star Portable*, including exclusive new features just for the PSP version allowing fans of this series to enjoy the quest on the move.”

Featuring over 150 new weapons and items exclusive to the PSP version, *Phantasy Star Portable* takes place just after the events of *Phantasy Star Universe*. Players will partner up with Vivienne, a brand new character to the series, to investigate an outbreak of wild animals that may possess the remnants of a once-powerful malevolent force. Selecting from three class types and four different races, players will be immersed in the intriguing single-player Story Mode and addictive *Phantasy Star Universe* co-op gameplay. Teaming with up to three others, players will experience new adventures via the PSP wireless connection. Exclusive new missions and hardcore features, including Item and Enemy Book records and Titles are unlocked by achieving difficult goals; this will add tremendous replay value to *Phantasy Star Portable* making it the most addicting action-RPG on the PSP system.

Phantasy Star Portable will be released in Spring 2009 exclusively for the PSP® (PlayStation®Portable) system. For all press assets, please visit 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