



SEGA ANNOUNCES BLEACH: DARK SOULS

Critically acclaimed DS fighter returns with more blade wielding action!

LONDON (June 20th, 2008) – SEGA® Europe Ltd. today announced that *BLEACH: Dark Souls*™ will be released in Europe early next year, exclusively for the Nintendo DS™. Developed by famed Japanese developer Treasure, *BLEACH: Dark Souls* will feature a multitude of enhancements to last year's critically acclaimed *BLEACH: The Blade of Fate*.

BLEACH: Dark Souls delivers an authentic anime experience for the DS with non-stop action and swordplay. As well as an expanded cast of over 40 dynamic playable characters including Rukia, Kon and hero Ichigo, and for the first time ever Evil Hollows will also be playable! Improved features for *BLEACH: Dark Souls* include multiplayer games with expanded personalisation features, brand new special Bankai moves, 30 new Spirit Cards, power-enhancing crystals, and seven new gameplay modes. Gamers can spend hours furiously fighting while unlocking individual character stories, all based on an exclusive story arc created specifically for this title.

BLEACH: Dark Souls continues to allow gamers to build customised Spirit Card Decks, but this time with the addition of power-enhancing Reiju Crystals to boost their character's health, attack strength and defense power cards. The game also features two player battles via Nintendo Wi-Fi Connection and up to four player multiplayer battles with DS Download Play. Players can battle each other at the same time, or form tag teams for team play! *BLEACH* fans will enjoy using the newly included encyclopedia that offers detailed explanations of the *BLEACH* world, character info, descriptions of their attacks and a full glossary of *BLEACH* terms.

BLEACH: Dark Souls on Nintendo DS is slated for release early in 2009. For more information, screenshots and art, 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.

About VIZ Media, LLC:

Headquartered in San Francisco, CA, VIZ Media, LLC (VIZ Media), is one of the most comprehensive and innovative companies in the field of manga (graphic novel) publishing, animation and entertainment licensing of Japanese content. Owned by three of Japan's largest creators and licensors of manga and animation, Shueisha Inc., Shogakukan Inc., and Shogakukan Production Co., Ltd. (ShoPro Japan), VIZ Media is a leader in the publishing and distribution of Japanese manga for English speaking audiences in North America and a global licensor of Japanese manga and animation. The company offers an integrated product line including, magazines such as SHONEN JUMP and SHOJO BEAT, graphic novels, videos, DVDs, audio soundtracks and develops and markets animated entertainment from initial production, television placement and distribution, to merchandise licensing and promotions for audiences and consumers of all ages.