

## PRESS RELEASE - FOR IMMEDIATE DISTRIBUTION

## TOTAL WARTM SETS SAIL

The return of one of PC Gaming's all time great franchises challenges gamers to become General, Admiral and King in Empire: Total War<sup>TM</sup>.

**LONDON & SAN FRANCISCO** (August 22<sup>nd</sup>, 2007) – SEGA® Europe Ltd. and SEGA® of America, Inc. today announced *Empire: Total War*<sup>TM</sup>, the revolutionary new instalment of *The Creative Assembly's* wildly successful, multi award winning *Total War*<sup>TM</sup> RTS franchise. *Empire: Total War*<sup>TM</sup> will maintain the series genre leading 3D battles, grand turn based campaign map and rich historical flavour while for the first time introducing 3D naval combat into the series.

*Empire: Total War*<sup>TM</sup> is set in the 18<sup>th</sup> century a turbulent era that is the most requested by *Total War*'s<sup>TM</sup> loyal fan base and a period alive with global conflict, revolutionary fervour and technological advances. With themes such as the Industrial Revolution, America's struggle for independence, the race to control Eastern trade routes and the globalisation of war on land and sea, *Empire: Total War*<sup>TM</sup> promises to be amongst the richest and most dynamic PC RTS games of all time.

Empire: Total War<sup>TM</sup> will see the debut of 3D naval combat within the Total War<sup>TM</sup> franchise. PC Gamers will be able to intuitively command vast fleets or single ships upon seascapes rich with extraordinary water and weather effects that play a huge role in your eventual glorious success or ignominious defeat. After pummelling your enemy with cannon fire, close in to grapple their ship and prepare to board taking control your men as they fight hand to hand on the decks.

Along with the revolutionary introduction of Naval Combat, *Empire: Total War*<sup>TM</sup> will see further enhancements to the *Total War*<sup>TM</sup> series signature 3D battles and turn based campaign map. Real time battles will pose new challenges with the addition of cannon and musket,

challenging players to master new formations and tactics as a result of the increasing role of gunpowder within warfare. And the Campaign Map – for many the heart of *Total War*<sup>TM</sup> – will see new improved systems for Trade, Diplomacy and Espionage with agents, a refined and streamlined UI, improved Advisors and extended scope taking in the riches of India, the turbulence of Europe and the untapped potential of North America.

"Empire: Total War<sup>TM</sup> is a huge revolutionary step for the series. We're delighted to introduce true 3D naval combat, something that adds a totally new dimension to *Total War<sup>TM</sup>* games." commented Mike Simpson, Studio Director at *The Creative Assembly* and the father of the *Total War<sup>TM</sup>* franchise. "We're genuinely excited about what we're achieving with the naval battles and also by the scale of the improvements being made to the core of the game – the land battles and the campaign. This will undoubtedly be the biggest and best *Total War<sup>TM</sup>* game we've ever made."

*Empire: Total War*<sup>TM</sup> has already been secretly in development at *The Creative Assembly's* Horsham studio for over a year and is priming its forces for a release in 2008. For more information please visit <a href="www.totalwar.com">www.totalwar.com</a> or <a href="www.sega-europe.com">www.sega-europe.com</a>. For assets and press registration please visit <a href="www.sega-press.com">www.sega-europe.com</a>.

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## **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 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 <a href="https://www.sega-europe.com">www.sega-europe.com</a>.

## **About SEGA of America**

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 <a href="https://www.sega.com/us">www.sega.com/us</a>

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