



PRESS RELEASE – FOR IMMEDIATE RELEASE

SEGA AND PLATINUMGAMES REVEAL VANQUISH™

*SEGA unveils the new title from PlatinumGames and Shinji Mikami,
the creator of the Resident Evil series*

LONDON AND SAN FRANCISCO (March 4th, 2010) – SEGA® Europe Ltd. and SEGA® of America, Inc. can today reveal details on upcoming third person action shooter, *VANQUISH™*. Developed by PlatinumGames, *VANQUISH™* will be available in Winter 2010 on Xbox 360® video game and entertainment system from Microsoft and PLAYSTATION®3 computer entertainment system.

Directed by Shinji Mikami, *VANQUISH™* is a sci-fi shooter of epic proportions with a fast, fluid and frenetic combat system, and an engaging and immersive storyline. Players take the role of Sam, a government agent kitted out with a futuristic battle suit, in a near future world where nations war over the planet's remaining energy resources. A versatile fighter with a huge arsenal of weaponry at his disposal, Sam also has an array of martial arts skills that he can use to take down his robot enemies.

“*VANQUISH™* is a game where we've tried to inject the extreme pace of an action game into a shooter. The gameplay and staging are all put together around the keyword 'intensity'. I think it's very rare to come across a game where shooting loads of robots is so much fun,” said Shinji Mikami, Game Director of *VANQUISH™*.

“We are delighted to have the chance to work with Shinji Mikami, one of the most successful and celebrated game directors in the world,” said Mike Hayes, CEO of SEGA West. “*VANQUISH™* is set to offer gamers the chance to be immersed in a truly cinematic gameplay experience, with the scope and special effects of a Hollywood movie.”

The story of *VANQUISH™* is set in the near future. Russia and the United States are vying for ownership of the world's fast-depleting energy resources and the US has constructed a space station in order to harness energy from the sun. Russian forces capture this space station and divert its harvested solar energy into a blast wave that destroys San Francisco, aiming to force the US into a total and unconditional surrender. In response, the US tasks its armed forces with recapturing the space station before the Russians can annihilate their next target – New York.

VANQUISH™ is set for release in Winter 2010 on Xbox 360® video game and entertainment system from Microsoft and PLAYSTATION®3 computer entertainment system.

For more information please visit <http://www.sega.com/vanquish> and for press assets please go to www.sega-press.com.

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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's global website site is located at www.sega.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's global website site is located at www.sega.com.

About PlatinumGames:

PlatinumGames Inc. is an independent entertainment development studio located in Osaka, Japan and is dedicated to making high quality, next generation games for a variety of hardware platforms. Previously established as ODD Ltd. in February 2006, the company changed its name to ODD Inc. in July 2006. In October 2007, ODD merged with SEEDS Inc., a company established by ex-key members of Clover Studio Co. Ltd, a subsidiary company of Capcom. Thereafter the company changed its name to PlatinumGames Inc.

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