



DO MONSTERS GO TO HELL? HELL YEAH!

SEGA and Arkedo Studio Announce Their New Hot Tempered Game

LONDON & SAN FRANCISCO – 29th February 2012 –SEGA® Europe and SEGA® of America Inc. are excited to announce *Hell Yeah! Wrath of the Dead Rabbit*™! What's this, you haven't heard of it? That's because it hasn't been announced yet! Filled with comical gore, plenty of fake blood splatters, and a hot-tempered rabbit prone to extreme violence, what more could you ask for? A drill? Ah, we have that as well. Located in the depths of hell and developed by Arkedo Studio, this single-player game will be unleashed on Xbox LIVE® Arcade for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®Network, and PC Digital Download in 2012.

You are a devil rabbit named Ash, who also happens to be the prince of Hell and feared by all. But one individual has forgotten that. Your archenemy Fat Rabbit has posted your secret sex pictures all over the Hellnet and that makes you seriously angry. This sucks! You want him to burn in hell, and with your hot temper you can make revenge oh so sweet. It's you and your trusty driller alone (plus some other weapons and customisation!) against everyone else. Drill your way to vengeance and explore the huge and varied world of *Hell Yeah!* Delving into the darkest depths of the underworld, you can ride the driller as a slaughter machine and exterminate those rude and ugly monsters by blasting and tearing them apart on your mission to get Fat Rabbit. Don't feel bad, they all deserve to die! It's you against all Hell, after all. It's *Hell Yeah!*

“The divine union between Arkedo and SEGA results in the devilishly good product we can all sinfully be excited about. *Hell Yeah!*” commented Haruki Satomi, Senior Vice President of Digital Business at SEGA of America.

“Yes: divine. Exactly the words we were looking for! Now if you will excuse us for a moment, we have a quote by a SEGA VP to show our mums. Then we'll be back: we have a great game to show!” added Camille Guermonprez, Studio Chef at Arkedo Studio.

For more information and the blog visit: www.projecthellyeah.com

For assets on SEGA games 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.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 Arkedo:

Arkedo is a Paris-based studio comprised of eight game developers, and focused on making arcade games with a twist. Founded in early 2006, the studio's award-winning DS titles (Nervous Brickdown, Big Bang Mini) and the eponymous XBLIG/PSN "Arkedo Series" were well received by the public, the press and, most importantly, our mums. Arkedo's secret plan to rule the world is a weird combination of trying to make cool games, cooking great food, and being generally nice to everyone. It is with genuine astonishment we can today announce that this silly plan is working really well.

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