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SUPER MONKEY BALL RETURNS TO THE APP STORE!

SEGA Announces the Sequel to an iPhone and iPod Touch Favourite

LONDON & SAN FRANCISCO (1st December 2009) - SEGA Europe Ltd and SEGA® of America, Inc. today announced that the *Super Monkey Ball 2* App is now available on the App Store. Built from the ground up, this sequel for iPhone and iPod® touch takes full advantage of the breakthrough technology in the devices, including the innovative Multi-Touch user interface and accelerometer, to offer fans an irresistible on-the-go gaming experience. The original, highly-addictive Super Monkey Ball set a benchmark with its unique control mechanism, exceptional graphics and phenomenal sales success.

“Super Monkey Ball was a huge success for us in the App Store,” said Mike Hayes, CEO of SEGA of America and SEGA of Europe. “When presented with the opportunity to do a second one, we knew we had to jump on it and strive to make it bigger and better than the first one. Addressing fan requests and making sure iPhone and iPod touch gamers had the ultimate Super Monkey Ball experience they were looking for was the driving force behind this latest iteration of the beloved franchise and we know we have delivered.”

Developed by Other Ocean, *Super Monkey Ball 2* allows players to more easily pick-up-and-play stunning 3D stages in both single and multiplayer thanks to the refined control system. Playing as some of their favorite characters, including AiAi, players can take advantage of the accelerometer to steer their monkey towards delicious bananas and a satisfying finish. Adding to the fun, the *Super Monkey Ball 2* App also makes all 115 stages of the game available to be played in multiplayer mode using the local Wi-Fi with up to four players.

The *Super Monkey Ball 2* App is now available for £5.99/€7.99/\$9.99 (USD) from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/.

For screenshots and art, please visit www.sega-press.com.

About SEGA® Europe Ltd.

SEGA® Europe Ltd. is the European Publishing arm of Tokyo, Japan-based SEGA® Corporation, and 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 Europe. SEGA's global website site is located at www.sega.com.

About SEGA® of America, Inc.

SEGA® of America, Inc. is the American Publishing 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.

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