

PRESS RELEASE - FOR IMMEDIATE RELEASE

BLOOD WILL TELL

SEGA to publish the ultimate Samurai fighting experience in 2005

LONDON, UK – January 7, 2005 – SEGA Europe Ltd, today announced they would be publishing *Blood Will Tell*, a modern-day action epic for the PS2, adapted from the classic Manga tale by Osamu Tezuka (creator of Astro Boy). *Blood Will Tell* delivers the ultimate samurai fighting experience, for one or two players, with intense 3D action from one of Japan's most celebrated storytellers.

"This Manga inspired fighting game has all the look and feel of a martial arts epic," said Mike Hayes, Managing Director of Sega Europe Ltd. "Players will find themselves immersed in an expansive, detailed 3D environment where puzzle solving and swordplay go hand-in-hand"

Sticking closely to the original Manga story, the game follows the adventures of a young man called Hyakkimaru, a tortured Samurai warrior on a quest to uncover his past and regain his missing body parts. As a newborn baby he was robbed of every limb, organ, sense and even his ability to cry. The young warrior struggled for survival, having had his missing limbs replaced with lethal weapons, beginning a quest to try and regain his natural form and destroy the fiends who robbed him of a normal life.

Players can choose to do battle with various weapons, such as blades embedded inside Hyakkimaru's arms, a bazooka hidden inside his leg, or weapons that are found during the course of the adventure. At every step of the way Hyakkimaru's friend Dororo will be there to help, guide and fight alongside him as he explores and unravels the mystery of his past.

Key Features

- Explore huge 3D environments solve puzzles and do battle in an intriguing world based on Osamu Tezuka's influential classic Manga
- Discover and destroy over 100 demons and 48 unique boss demons that have robbed Hyakkimaru of his humanity
- · Every body part deals out death and destruction your arms conceal swords and your legs are packed to the shins with missiles etc
- · Control both Hyakkimaru and Dororo use each character's unique abilities and weaponry to defeat enemies and solve puzzles
- · Co-operative play both players can be controlled simultaneously, allowing you and a friend to team up to defeat evil
- · Epic storyline offering over 20 hours of gameplay

Blood Will Tell is slated for release across Europe February 2005.

About SEGA®

SEGA Europe Ltd. is the European 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 Europe. SEGA Europe's web site is located at www.sega-europe.com