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A TOTAL EXPERIENCE FOR STRATEGY FANS

SEGA releases Total War: Eras for DVD-ROM

LONDON & SAN FRANCISCO (June 29th, 2006) – SEGA® Europe Ltd and SEGA America Inc., today announced the launch of *Total War: Eras* for DVD-ROM. Scheduled for release on June 30th 2006 in Europe (25th July in America), *Total War: Eras* is the ultimate collectors item for any Total War or strategy fan.

Total War: Eras includes every currently available Total War game: *Shogun: Total War* with the *Mongol Invasion Expansion Pack*, *Medieval: Total War* with the *Viking Invasion Expansion Pack* and *Rome: Total War* with both the *Barbarian Invasion* and *Alexander* packs. All of these outstanding products make up one of the most critically acclaimed and commercially successful PC real-time strategy franchises ever.

“Total War is synonymous with some truly groundbreaking titles,” commented Matt Woodley, Creative Director of SEGA. “Each new game in the series has been a milestone in the real-time strategy genre. This is the first time each of the games and their expansion packs have been available as a collected works and represents excellent value.”

Exclusive limited edition content, including:

- “The Total War Story”, a 40-minute documentary detailing the past, present and future of the Total War series, featuring exclusive interviews, game footage and discussion of Med II.
- Exclusive preview material for *Medieval II: Total War*, including a poster, screenshots and artwork.
- Art booklet plucked from the Creative Assembly archives detailing the creation and evolution of the Total War series.
- Glossy A2 poster for *Medieval II: Total War*.
- Five art cards covering the whole Total War series.

With the addition of the expansion packs, Total War has become a clear leader in the RTS field, with a reputation for engaging games that offer a unique and compelling blend of turn-based management, and real-time battles.

Total War: Eras is set for release on 30th June 2006 across Europe, exclusively for the DVD-ROM. For press assets concerning *Total War: Eras* and other SEGA titles, please go to www.sega-press.com.

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 www.sega-europe.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. The SEGA® of America, Inc. Web site is located at www.SEGA.com.

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