



SEGA'S VIRTUA TENNIS 4 SMASHES INTO ACTION ON PlayStation 3, Xbox 360 and Wii

*The World's Top Tennis Stars Are Hitting the Courts Again as SEGA's Best-Selling Tennis
Series Releases in Spring 2011*

LONDON & SAN FRANCISCO (January 20th, 2011) – SEGA® Europe Ltd. and SEGA® of America, Inc. are thrilled to announce that *Virtua Tennis*™ 4 will be making its way onto the Xbox 360® video game and entertainment system from Microsoft and the Wii™ in 2011. As previously announced, the game will also be available for PlayStation®3 computer entertainment system featuring PlayStation®Move compatibility and 3D technology.

Developed to take full advantage of PlayStation®Move, MotionPlus and Kinect™, *Virtua Tennis 4* puts players closer than ever before to being out on the court. Fans of the world's No.1 selling tennis series can also enjoy all of the new features using regular controllers. Boasting its strongest ever player line-up across all platforms, *Virtua Tennis 4* features the world's top stars such as world No.1 Rafael Nadal, 16-time major champion Roger Federer and UK No.1 Andy Murray. Joining them for the first time are seven new champions making their debut to the series, enabling players to take on the likes of Juan Martín Del Potro, Fernando Gonzalez, Caroline Wozniacki and Laura Robson.

“Virtua Tennis 4 is a huge push forward for the much loved SEGA series,” commented Gary Knight, Senior Vice President of Marketing at SEGA of Europe and SEGA of America. “New technology has allowed for the development of innovative styles of gameplay, meaning Virtua Tennis can reach a level of realism not seen before in the tennis genre.”

In addition, *Virtua Tennis 4* sees a totally new World Tour career mode designed to encourage replay value with an element of off-court fame. Each decision affects a player's career path meaning no two careers will ever be the same, while a brand new on-court feature makes for even more dramatic singles and doubles matches. Players can build up their Match

Momentum gauge over the course of a match and revel in their improved ability as their players grow in confidence.

The new Online Mode offers an invigorating experience with the choice of a competitive and casual area to suit all players. This new hub will be the most engaging online experience for tennis gamers ever, promising a more competitive matchmaking system and online tournaments geared to seeking out the ultimate Virtua Tennis Champion.

Virtua Tennis 4 is developed by the original *Virtua Tennis Team* in Japan and will be available in spring 2011 for PlayStation 3, Xbox 360 and Wii.

For more information, please visit the official site at www.sega.com/virtuatennis4 or to download screenshots, videos and art, 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

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