



**PRESS RELEASE – FOR IMMEDIATE RELEASE**

## **SEGA ANNOUNCES A BIZARRE 3<sup>RD</sup> PERSON SHOOTER!**

*SEGA & Bizarre Creations Announce New Project For Next-Gen Platforms*

**LONDON & SAN FRANCISCO** (5<sup>th</sup> May, 2006) – SEGA Europe Ltd. and SEGA of America, Inc. today are proud to announce *The Club* (*Working Title*) for Next-Gen consoles in 2007. *The Club* is the next project from award-winning UK based development powerhouse, Bizarre Creations, the studio behind the definitive next-gen racing game, Project Gotham Racing 3. Bizarre Creations are once again in partnership with SEGA having already enjoyed past success with the beloved Metropolis Street Racer.

Within *The Club*, Bizarre Creations will redefine and refresh the mechanics of 3rd person action shooters just as they have shaken up the racing genre. *The Club* focuses on addictive and rewarding gameplay that tests your skills to the limit and offers a relentless pace never before seen within the genre. Offering frantic, fast paced gameplay with a unique style, tone and storyline that drips with energy, attitude and anarchy, *The Club* will be a genuine showcase for the capabilities of the next-gen platforms by maximising the graphical and audio technology available to give a gameplay experience that is second to none. The game focuses on addictive and rewarding gameplay that tests your skills to the limit and leaves you, and the rest of the world, in no doubt about how good you really are.

"*The Club* is the most exciting game I have seen in ages. It's one of those titles, even at this stage in development, which I cannot put down - it will be huge." commented Matt Woodley, Creative Director of SEGA.

"Here at Bizarre Creations we feel *The Club* brings the pillars of classic SEGA gameplay bang up to date for the next generation of hardware, gaming and gamers" commented Martyn Chudley, Managing Director, Bizarre Creations Ltd. "We are truly excited by the prospects of this game and of our partnership with SEGA."

*The Club* is a loosely organised and highly illegal underground entity. The Club is a meeting ground for those seeking the ultimate in vicarious thrills, and those who want to watch them. You have been entered into the sport, and against the odds must fight for survival.

Set in a variety of unusual and evocative locations scattered across the globe, you will be wielding high-powered weaponry in a bid to earn your escape. Your first task is to survive, but you must kill according to their rules - quickly, relentlessly and with style.

Kill or be killed, stand still and you're dead!

*The Club* hits Europe and America in 2007 on Next-Gen platforms. Bizarre Creations will be conducting in-depth presentations behind closed doors for select press at E3 on the SEGA booth #946, South Hall. In addition to the presentation there will be a sneak preview video running on the video wall on the show floor.

**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, 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. The SEGA® Europe Ltd. Web site is located at [www.sega-europe.com](http://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](http://www.SEGA.com).

**About Bizarre Creations:**

Bizarre Creations is an independent developer, based in Liverpool, UK. Established in 1994, the company is famed for such high profile franchises as Formula 1, Fur Fighters and Project Gotham Racing. Bizarre prides itself on providing high-quality next-generation gaming experiences that excel in gameplay, graphics, audio and technology. Find them on the web at [www.bizarreonline.net](http://www.bizarreonline.net) or [www.bizarrecreations.com](http://www.bizarrecreations.com).