



PRESS RELEASE – FOR IMMEDIATE RELEASE

Unleash the beast!

The SEGA arcade classic Altered Beast returns to the games console world in 2005

LONDON, UK – January 11, 2004 – SEGA Europe Ltd, today announced it would be publishing a remake of the arcade SEGA classic *Altered Beast* for PS2. Developed and published by SEGA, this new version stays true to its arcade roots while offering a great new action adventure.

“SEGA offers fans of the original hit game and action fans alike, a thumping remake of this classic,” said Mike Hayes, Managing Director of Sega Europe Ltd. “We have developed a straight-forward fun, frantic fighting game crammed with all types of terrifying creatures”

The storyline for the new game follows a special military unit sent to investigate a deadly genetic outbreak in a small West Coast town. As a highly trained operative with minimal information, you quickly realise that your mission will ultimately become a battle for survival. Hunted by unspeakable horrors and haunted by your past, you soon discover that in order to overcome evil, you must become more than evil.

The only thing that can save you is your darkest power, the ability to transform into a variety of powerful beasts. As you defeat wave after wave of failed genetic experiments, the line between human restraint and primal instinct will blur, until nothing is left but the savage desire to uncover the true nature of the beast.

Explore your inner demons and unleash the beast!

Key Features

- Morph into over six creatures, such as a Werewolf, a Dragon, a Minotaur, and many more - each with their own combat techniques and special skills
- Manipulate your genetic DNA system to assign powerful and strategic attributes to each beast
- Graphic CG sequences display the horrific transformations from man to beast

- Huge 3D areas to explore, each with their own unique boss to defeat
- Uncover clues, interact with NPCs, and follow a twisted tale of genetic experimentation to discover your true origins and survive the horror

Altered Beast is slated for release across Europe in early 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