



PRESS RELEASE – FOR IMMEDIATE RELEASE

SEGA ANNOUNCE NEW ALIENS vs. PREDATOR GAME

*Sig*ning of Rebellion's *Aliens vs. Predator* makes for a third *Aliens* franchise game, which will be the first to launch in series.

SAN FRANCISCO & LONDON (February 11, 2009) – SEGA of America Inc. and SEGA Europe Ltd. today reveals exciting new details of their increasing portfolio of upcoming games based on Twentieth Century Fox's *Aliens* universe.

SEGA will publish the all-new *Aliens vs. Predator* (working title) on the Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system and Windows-based PC in early 2010. All platforms are currently in development with independent developer Rebellion, creators of the original 1999 *Aliens versus Predator*; a legendary title that went on to define an entire generation of multiplayer gaming.

With the opportunity to publish what promises to be a landmark game, SEGA has strategically updated the release of the other upcoming *Aliens* titles within its portfolio. Obsidian Entertainment's *Aliens RPG* project (working title) and Gearbox Software's *Aliens: Colonial Marines™* will move to a later release window, with further details to be announced in the future.

“The innovative new *AvP* game presents an exciting opportunity for us,” says CEO of SEGA West, Naoya Tsurumi, “It represents a fantastic addition to our growing *Aliens* franchise and the reinvention of one of gaming’s most cherished iconic titles. By adjusting the release of our other *Aliens* titles to accommodate it, SEGA will ensure that every title lives up to the high expectations of *Aliens* and *AvP* fans.”

SEGA will announce further details of the new *Aliens vs. Predator* very soon.

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-europe.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.

About Rebellion®:

The UK-based computer games super-developer was established in 1992 by brothers Jason and Chris Kingsley. Their first major success was *Aliens Vs. Predator™*, creating game innovations years ahead of their time. As their name suggests, their approach to game production is focused primarily on cross-platform innovation and product quality.

Their purchase of the UK sci-fi comic 2000 AD in 2000 and subsequent motion picture productions has provided valuable in-sight and experience in creating its unique product portfolio.

In 2005, *Sniper Elite™* was released with Namco and MC2, securing critical acclaim, global sales success and winning the TIGA Award for 'Best PC/Console Game 2005'. Lauded as 'The Gran Turismo of war games' by the gaming press, it has built upon the collection of Rebellion® owned IPs, which includes *World War Zero®* and the 2000 AD character *Rogue Trooper®*..

In the summer of 2006, Rebellion® purchased the Core Design studios, responsible for the Lara Croft - Tomb Raider series and Strangelite studios in Liverpool. These acquisitions established the company as one of the biggest and most innovative studios within the European development community.

From July to December 2006, Rebellion® won 'Most Improved Developer' at the Develop Industry Excellence Awards, was nominated for two BAFTA awards for Best Character and Best Screenplay for *Rogue Trooper®* and won the TIGA Awards for 'Best Developer' and 'Best Hand-held and console game' for *Miami Vice: The Game*.

2007 was Rebellion's 15th anniversary and saw the company acquire the Awesome Studio from Ignition in March increasing its staff to 280 personnel. 2007 saw the release of the global hits; The Simpsons Game with EA on PlayStation®2 & PSP & Nintendo Wii, Harry Potter and the Order of the Phoenix with EA on PlayStation®PSP, Star Wars: Renegade Squadron with LucasArts on PlayStation®PSP, Aliens Vs. Predator: Requiem with Sierra on PlayStation®PSP and finally Rebellion's own brand Free Running® with Reef Entertainment on PlayStation®2 & PSP.

2008 saw a move to purpose built Studio facilities in Oxford, and several Next-Gen project announcements.

The Develop 100 2008 rankings saw Rebellion rise to No.16, making the studio the No.1 Independent Developer in Europe.

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