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**SEGA ANNOUNCES DETAILS FOR COMIC BOOK HERO IRON
MAN'S UPCOMING VIDEO GAME**

New details include a Partnership with Comic Book Writer Matt Fraction

San Francisco & London (July 20, 2009) – SEGA® Europe Ltd. and SEGA® America, Inc. today announced details about the upcoming videogame *Iron Man 2*, including the fact that renowned comic book author Matt Fraction will be creating the game's all-new story, which includes familiar elements from both the movie and comic book universe. *Iron Man 2*, the video game, allows players to truly feel the power of Iron Man with new destructible environments, epic enemies, and innovative hand-to-hand combat moves, as well as other features from the film and comic book.

This brand-new tale will take gamers deeper into the Iron Man comic world, adding to the excitement of the upcoming Marvel and Paramount Studios film. *Iron Man 2* exclusively offers fans a chance to play against enemies such as the unforgettable Crimson Dynamo, not found in the film. *Iron Man 2's* original plotline sees Tony Stark gifting the world with new technology in order to make it a better place. However, his philanthropic nature isn't enough to keep the bad guys away as Iron Man's enemies have devious designs on the technology. Ultimately, Tony Stark/Iron Man will be forced to fight in epic battles, face huge enemies and in the end, the fate of the world will be left in his powerful hands where he will battle to save it from destruction.

"Iron Man 2 presented me with the challenge and opportunity to work with both SEGA and Marvel on creating something wholly unique-- a story that exists at the cross-roads of the comic I write, the film universe which I was lucky enough to be asked to contribute to, and a wholly- immersive interactive experience like a game' says Fraction. "A game presents an entirely new challenge, where the audience/consumer/player

engages with the world, with the big and small aspects of the place and characters. They're a co-conspirator in the narrative. I hope it's as exciting and challenging to play as it was to write.”

Iron Man 2 takes players into a richer and more interactive Iron Man world. The game allows players to take full advantage of the Iron Man suit as they battle through futuristic environments inspired by the movie and comic book universe. These environments will also offer a new level of destructibility, making each encounter with enemies a more exciting and intense experience. Also new to the game are some powerful hand-to-hand combat styles one of which is kung fu. *Iron Man 2* has taken fan feedback into consideration and will have a redesigned control scheme, making it fun and accessible for gamers to feel the power and strength of Iron Man.

“The first Iron Man film raised the awareness of this popular comic hero to new heights in Europe” commented Gary Knight, European Marketing Director, SEGA Europe Ltd. “We are excited to be working with Marvel again on this second iteration and having Matt Fraction on board to create a truly original script for the game means fans are in for a treat!”

Matt Fraction is the Eisner-nominated and Eagle-winning writer of the creator-owned comics CASANOVA, FIVE FISTS OF SCIENCE, and LAST OF THE INDEPENDENTS. His work at Marvel includes THE INVINCIBLE IRON MAN, THE UNCANNY X-MEN, THE IMMORTAL IRON FIST, and many more. He has consulted with Marvel Studios on IRON MAN II. He was born in Chicago, lived all over the United States, and considers himself to be from North Carolina. Most recently a resident off Kansas City, MO, Matt co-founded and co-owned the motion graphics, design, and animation house MK12 and has worked for film, television, and advertising clients around the world. Their work has shown internationally and won numerous awards. He and his wife, son, two dogs and two cats are currently moving out of the middle of the country and headed towards more coastal environs.

Iron Man 2, the video game, will be coming out in Spring 2010. The game will be available for Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system, PSP (PlayStation®Portable) system , Wii™ home video game system and Nintendo DS™

For more information on *Iron Man 2* please visit the SEGA website at www.sega.com. To check out the all new assets from the game, visit <http://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-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/us

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