



FOR IMMEDIATE RELEASE

SEGA TAKES SPORT TO THE EXTREME WITH WACKY WORLD OF SPORTS™

Get your Ironing Boards at the ready!

LONDON & SAN FRANCISCO (Wednesday 29th April, 2009) -- SEGA® Europe Ltd., and SEGA® of America, Inc., today announced *Wacky World of Sports*™, an outrageous new sports game exclusively for the home video game system, Wii™. *Wacky World of Sports* brings some of the worlds most obscure sports to the videogame world for the first time, and will hit stores late 2009.

Wacky World of Sports takes players on a trip around the world to try their hand at some of the lesser known sports of countries including Italy, the Netherlands and Australia. The ten sports featured in the game all start easy enough but the more advanced a player gets the more extreme they become! Tuna Tossing has been a popular sport down under for a number of years now, but just how far can that tuna be thrown in the comfort of the living room? Drag out an old armchair to take part in Furniture Racing, but make sure Grandma is not still sat in it, as those chairs are fast! And if that's still not bizarre enough, how about ironing a shirt at one thousand feet in the Extreme Ironing event?!

“*Wacky World of Sports* brings together what is easily the most outrageous collection of real life sports games SEGA has ever seen” commented Gary Knight, European Marketing Director, SEGA Europe. “The game brings a whole new dimension to the party game genre, and is sure to become a family favourite. By utilising the unique way of playing on Wii, *Wacky World of Sports* makes these particularly unusual sports accessible to everyone!”

The mind boggling sports action in *Wacky World of Sports* can be battled out with friends and family in the Multiplayer Party Mode, in which individuals compete against each other to find out who will reign supreme. Alternatively, choose to play as one of a dozen larger-than-life characters in the Tour Mode and travel the world defeating current champions to become the World Champion of Wacky Sports!

Wacky World of Sports will be released on Wii late 2009. For more information please visit www.sega.com/wackyworldofsports. For press assets and information please visit www.sega-press.com.

About SEGA® Europe:

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

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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