



**PRESS RELEASE – FOR IMMEDIATE RELEASE**

## **SEGA REVEALS ALIENS VS PREDATOR™ MULTIPLAYER DEMO**

*Play as a Colonial Marine, Alien and Predator in a multiplayer Deathmatch demo.*

*Hunter. Survivor. Prey. Which will you be?*

**LONDON AND SAN FRANCISCO** (February 3rd, 2010) – SEGA® Europe Ltd. and SEGA® of America, Inc. can today reveal that an online multiplayer demo will be released for the upcoming FPS action sci-fi title, *Aliens vs Predator*. The demo will be released simultaneously on Xbox Live, PlayStation Network and STEAM on February 4th.

The multiplayer demo will allow gamers the chance to play as all three species – the Colonial Marine, the Predator and the Alien – and pitch their skills against each other in Deathmatch mode on one of the game’s multiplayer maps.

“The team at Rebellion has created a truly immersive multiplayer experience with three completely different and compelling playable species. We believe that *Aliens vs Predator* offers gamers a unique alternative to the current FPS multiplayer games on the market, and sets a precedent for the evolution of multiplayer gaming in the genre,” said Gary Knight, European Marketing Director of SEGA Europe.

“Multiplayer was a huge part of our original AVP game back in 1999, and we’ve kept the spirit of that classic experience in creating the multiplayer for our new *Aliens vs Predator*. With the demo now gamers can get to grips with each of the three iconic species so they can hone their skills and be ready for when the game launches and battle commences,” said Jason Kingsley, CEO and Creative Director of Rebellion.

*Aliens vs Predator* allows players to take the role of each of the three infamous species; the Colonial Marine, the Predator and the Alien. Each of the three species has its very own distinct story-driven single-player campaign mode that interweaves with the campaigns of the other two species.

*Aliens vs Predator* also features unique 3-way online multiplayer, giving gamers the chance to pit the three species against each other in the ultimate battle for survival and for the right to be crowned the deadliest species. *Aliens vs Predator* has seven multiplayer modes in total: Infestation, Survivor, Predator Hunt, Domination, Deathmatch, Species Deathmatch and Mix Species Deathmatch.

*Aliens vs Predator* is set to be released on Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system and PC Games For Windows on February 16<sup>th</sup> in America and February 19<sup>th</sup> in Europe.

For more information please visit [www.sega.com/avp](http://www.sega.com/avp).

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**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's global website site is located at [www.sega.com](http://www.sega.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's global website site is located at [www.sega.com](http://www.sega.com).

**About Twentieth Century Fox Licensing & Merchandising**

A recognized industry leader, Twentieth Century Fox Licensing and Merchandising licenses and markets properties worldwide behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

**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 15<sup>th</sup> 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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