

SEGA ALLIANCE ROLLS OUT FLANNEL CARPET FOR

“JACK LUMBER”

First SEGA Alliance Title – “Jack Lumber” By Owlchemy Labs– Launches Today

LONDON & SAN FRANCISCO– 16th August, 2012 –SEGA® Europe, Ltd. and SEGA® of America, Inc. today announced the formation of a new publishing initiative, SEGA Alliance. The SEGA Alliance will focus on publishing mobile games made by independent developers. The SEGA Alliance will provide participating developers with comprehensive marketing and production support as well as creative consultation. SEGA Alliance’s first title, *Jack Lumber*, developed by Owlchemy Labs, launched today on iPad®, iPhone® and iPod touch® worldwide.

Jack Lumber tells the tale of a supernatural lumberjack out to exact revenge on the forest after a tree killed his granny. Players will massacre the forest in this time-warping line-drawing pun-filled mashup from Owlchemy Labs, the scientists of mobile gaming who create award-winning absurdist mobile hits like *Snuggle Truck*.

“SEGA has been a major player in the mobile games landscape for years and we’ve had tremendous success bringing our iconic franchises to smartphones and tablets,” said Chris Olson, Vice President of Digital Business at SEGA. “With SEGA Alliance, we’re looking forward to sharing that success with talented developers like Owlchemy Labs by introducing new and unique games, such as *Jack Lumber*, to the market. Now if you’ll excuse me, I have some trees to destroy.”

“We’re very excited about being the first developer to partner with SEGA Alliance,” said Alex Schwartz, Chief Scientist at Owlchemy Labs. “We’ll be able to introduce *Jack Lumber* to a much wider audience than we’d originally hoped thanks to the resources provided by SEGA Alliance. Working with SEGA has been the opposite of dealing with a lumbering bureaucracy. We just focused on making a great game. Now *Jack Lumber* is branching out across mobile devices and players worldwide can show those treacherous trees who’s boss!”

Jack Lumber is available on the iTunes App Store for \$1.99/ £1.49/ AUS\$1.99/ €1.59 with a special launch price of \$0.99/ £0.69/ AUD\$1.99/ €0.79 for a limited time.

For more information visit <http://JackLumberGame.com>.

[About Owlchemy Labs:](#)

Owlchemy Labs is a Boston, Massachusetts based independent game developer focusing on absurd and highly polished games for all platforms. With shipped titles on iOS, Android, Blackberry, and Steam, Owlchemy Labs conducts science over at www.owlchemylabs.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 Windows PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Europe. SEGA Europe's Web site is located at 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 Windows PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment. SEGA of America's Web site is located at www.sega.com