



Raise the Curtain! *Samurai BloodShow* Has Begun!

LONDON & SAN FRANCISCO—1st September, 2011—SEGA® of Europe Ltd. and SEGA® of America, today launch *Samurai BloodShow*™, an action tower defense game for iPhone®, iPad®, and iPod® touch. Eager generals must build an army of katana-wielding warriors, horsemen and sorcerers and mobilize them strategically to defend their honor in twelfth-century feudal Japan.

Shed the blood of enemy armies across 100 different levels. Deploy your warriors strategically defend your army general. Winning a battle means winning more powerful warriors with which to build your deck. In a hurry to get ahead? Purchase both rare and common cards with In-App Payments to build a formidable team as quickly as possible. Then test your army's might in a face off against close rivals via a local Bluetooth® connection or challenge a mysterious opponent online via Wi-Fi.

Army commanders with iOS devices running on iOS 4 or higher can march their soldiers over to the iTunes App Store today to pick up *Samurai BloodShow* for a limited-time low price of **\$1.99 / \$1.99 AUS / €1.59 / £1.49** .

For more information on *Samurai BloodShow* and other upcoming SEGA titles, please visit www.sega.com. For press assets, please visit www.sega-press.com.

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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.

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/usa