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The God of Thunder strikes consoles with *Thor: the Video Game*

A new adventure featuring Marvel Comics' mighty Thor arrives in 2011

LONDON & SAN FRANCISCO (July 20th, 2010) – SEGA[®] Europe Ltd. and SEGA[®] of America, Inc. today announced they will bring Marvel Entertainment Inc.'s hall-of-fame franchise Thor[™] to video game systems in an epic third-person adventure game. *Thor: The Video Game*[™] is scheduled for release on all five major console platforms in summer 2011.

Thor: The Video Game will delve deep into the heroic tales of the Thor universe. Eisner Award-winning writer and lead Thor comic book author Matt Fraction brings authenticity to the narrative as a story consultant, and elevates the story beyond the comic and movie universe throughout the video game. Players will take on an array of ancient enemies and beasts from the many worlds of Norse mythology by using different battle strategies and elemental powers. The sacred Mjolnir, Thor's legendary hammer, will allow players to command the powers of the storm: wind, thunder and lightning. By earning Valor in combat throughout the game, players will also be able to select from a wider range of abilities, acquire new attacks, powers and upgrades.

“We are proud to be bringing Thor to his first solo video game adventure” commented Gary Knight, Senior Vice President of Marketing at SEGA Europe and SEGA America. “*Thor: The Video Game* will finally bring the immense power of this iconic hero to lifelong fans, and introduce the God of Thunder to a whole new audience as a true Marvel Super Hero.”

Each version of the game is being developed to take advantage of all five console platforms. The PLAYSTATION®3 and Xbox 360® version will feature cinematic, third-person action gameplay with melee combos, ranged hammer throws, tide-turning elemental powers and an upgrade system to bolster Thor's powers as gamers progress. Players will be able to follow the same overarching story in the PSP™, Nintendo Wii™ and DS™ versions presented in a comic book style, allowing fans to explore new content in the same universe.

While taking its inspiration directly from the mythology of the comics, *Thor: The Video Game* will launch around the time of the upcoming *Thor* film adaptation from Marvel Studios.

Brought to the Marvel Universe by the legendary Stan Lee and his brother Larry Lieber, and penciled by noted artist Jack Kirby, Thor first appeared in Marvel Comics in 1962. Based on Norse mythology, the Marvel character of Thor became a comic book Super Hero both in his own right and as a member of the Avengers alongside comic book icons The Hulk™, Iron Man™ and Captain America™. *Thor: The Video Game* marks the character's progression from mythology to comics, TV, then film and now to interactive entertainment in his first standalone appearance in a videogame.

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.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

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 5,000

characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit www.marvel.com.

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