



OCTOBER 7TH DATE SET FOR ALIEN: ISOLATION

-- Creative Assembly's survival horror game brings the fear this fall --

SAN FRANCISCO & LONDON – March 29th, 2014 – SEGA® of America, Inc., SEGA® Europe, Ltd. and Twentieth Century Fox Consumer Products today announced that *Alien: Isolation*™, the hugely anticipated survival horror title, will be available from October 7th, 2014. Developed by Creative Assembly™, the game will be available on Xbox One, the all-in-one games and entertainment system from Microsoft, PlayStation®4 computer entertainment system, Xbox 360 games and entertainment system from Microsoft, PlayStation®3 computer entertainment system, and Windows PC.

“We couldn’t be happier to finally announce a date for *Alien: Isolation*,” said Alistair Hope, Creative Lead at Creative Assembly. “The reaction we have seen so far has been simply incredible, from the screams and shrieks to the cold sweats and racing hearts. It’s the *Alien* game that we’ve always wanted to play and we can’t wait to let everyone get their hands on it this fall.”

Alien: Isolation is a first-person survival horror game capturing the fear and tension evoked by Ridley Scott’s 1979 classic film. Players find themselves in an atmosphere of constant dread and mortal danger as an unpredictable, ruthless Xenomorph is stalking and killing deep in the shadows. Underpowered and underprepared, you must scavenge resources, improvise solutions and use your wits, not just to succeed in your mission, but to simply stay alive.

Alien: Isolation will be available from October 7th, 2014, for Xbox One, PS4™, Windows PC, Xbox 360 and PS3™.

For more information and to keep ahead with the latest news, find us at alienisolation.com, follow us on facebook.com/alienisolation and join the conversation on twitter.com/alienisolation.

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About Creative Assembly

Founded in 1987 and based in Horsham, West Sussex, Creative Assembly is one of the UK’s most successful and established game studios. Creator of the multi award-winning Total War strategy series, the studio has received numerous press, industry and consumer accolades, including BAFTA and the Develop Industry Excellence awards. With over 250 highly talented developers and counting, the studio is expanding to embark on thrilling new triple-A console, PC and mobile projects. Creative Assembly’s website is located at www.creative-assembly.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 PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Europe. SEGA® Europe's website 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 website is located at www.sega.com

About Twentieth Century Fox Consumer Products:

A division 21st Century Fox and recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Century Fox Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, the flagship studio leading the industry in supplying award-winning and blockbuster primetime television programming and entertainment content.