



FOR IMMEDIATE RELEASE

SEGA GETS ZAPPED BY HIGH VOLTAGE WITH THE CONDUIT

SEGA to Publish Highly Anticipated Wii Title in Spring 2009

LONDON & SAN FRANCISCO (29th October, 2008) –SEGA® of Europe Ltd. and SEGA® of America, Inc. today announced a worldwide partnership with High Voltage Software to publish and distribute the Wii™ home video game system-exclusive title, *The Conduit™*. The first-person shooter garnered multiple awards at E3 2008, including three awards from IGN: Best Shooting Game (Wii), Best Graphics Technology (Wii) and Best Overall Wii Game. *The Conduit* is a stunning, futuristic title powered by a new game engine technology that delivers remarkable visuals and effects, as well as a rich interactive experience that is unlike any other title on the Wii.

“Bringing The Conduit into our library is yet another show of SEGA’s belief that the Wii is more than a casual games console,” says Gary Knight, European Marketing Director at SEGA of Europe Ltd.. *“As one of the most anticipated Wii games for next year, The Conduit will be the new benchmark for first person shooters.”*

“High Voltage Software’s partnership with SEGA to publish The Conduit represents an important milestone for this studio,” said Kerry Ganofsky, CEO and founder of High Voltage Software, Inc. *“SEGA shares our vision for the title and its tremendous potential, which is why we chose them from a long list of potential partners. With their support, we are confident that The Conduit will deliver the definitive shooter experience that Wii fans have been waiting for since the system’s launch.”*

The Conduit takes players into a dark story in Washington D.C. after a vicious alien invasion has rocked the country. An organisation called the Trust has sent in Secret Service agent, Mr. Ford, to go up against the insect-like alien race known as “The

Drudge.” Armed with an array of futuristic weaponry and an intelligence-gathering device simply called the “All-Seeing Eye,” players follow an intricate maze filled with conspiracy, shady government activity and terrifying aliens.

The Conduit’s detailed control system allows players to customise and configure their controls, including look sensitivity, turning speed, the dead zone and much more. As players delve further into the mystery behind the extraterrestrial invasion, shocking details reveal that the invasion may have been brought on with help from the government itself.

Powered by High Voltage Software’s groundbreaking Quantum 3 engine, *The Conduit* ensures that players will experience single and multiplayer gameplay with graphical fidelity never seen before on the Wii. *The Conduit* will also support the recently announced Wii Speak peripheral, allowing online multiplayer gamers the ability to chat as they destroy aliens in each terrifying level. Additionally, the game will take advantage of the Wii MotionPlus for optimal control.

The Conduit is slated to release in Spring 2009 exclusively on the Nintendo Wii. For more information on *The Conduit* please visit www.sega.co.uk. For press information and assets please visit www.sega-press.com.

NINTENDO, Wii AND THE Wii LOGO ARE TRADEMARKS OF NINTENDO.

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-europe.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 High Voltage Software, Inc.

High Voltage Software, Inc. is an award-winning studio that has been developing games and simulations for over 15 years. Located in Hoffman Estates, Illinois, it now employs over 140 staff members. The independent company has successfully produced a wide variety of license-based video game titles that

include competitive racing, professional sports, horror, motion picture adaptations, and military simulations, and is now making its foray into original and innovative intellectual properties. More information about High Voltage Software and its products can be found at www.high-voltage.com.