



IS THAT HELL IN YOUR POCKET OR ARE YOU HAPPY TO SEE ME?

Hell Yeah! Pocket Inferno Available on The App Store Now

LONDON & SAN FRANCISCO – 10th January 2013 –SEGA® Europe and SEGA® of America Inc. are sinfully excited to announce that *Hell Yeah! Pocket Inferno*[™] is now available on the App Store for **USD\$0.99 / GBP0.69 / Euro€0.79 / AUD\$0.99**. Arkedo Studios; the makers of the console hit *Hell Yeah! Wrath of the Dead Rabbit*[™] have returned with a brand new fiery game. Ash the prince of hell returns in this hot-headed run and gun thrill ride specifically designed for the touchscreen platform.

Ride the deadly jetpack scooter and defeat over 30 ugly monsters in 50 unique and colourful levels. Collect the molten riches we know as gold which unlocks 50 new masks and 15 jetpack skins to become the rabbit pimp of all pimps. If you search far and wide you can find the Doom token hidden within each level that unlocks secret areas packed with naughty treats, don't be thinking dirty now.

Do you want to look hot and heavy to the ladies and men surrounding you on the tube, train or bus? Do you them to want you and your game? Well go and buy this piece of scorching action and show them how it's done.

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 Arkedo:

Arkedo is a Paris-based studio comprised of eight game developers, and focused on making arcade games with a twist. Founded in early 2006, the studio's award-winning DS titles (Nervous Brickdown, Big Bang Mini) and the eponymous XBLIG/PSN "Arkedo Series" were well received by the public, the press and, most importantly, our mums. Arkedo's secret plan to rule the world is a weird combination of trying to make cool games, cooking great food, and being generally nice to everyone. It is with genuine astonishment we can today announce that this silly plan is working really well.

App Store is a service mark of Apple Inc.