



Sonic & SEGA All-Stars Racing Available for Speedy Download

Frantic Multiplayer Mascot Racer Now Available through Xbox LIVE Games On Demand

LONDON and SAN FRANCISCO— 12 April, 2011 —SEGA® Europe Ltd. and SEGA® of America, Inc. today announced that *Sonic & SEGA All-Stars Racing*™ is now for sale through the Xbox LIVE® Games On Demand platform for the Xbox 360® video game and entertainment system from Microsoft. The hit arcade racing game, starring SEGA's eclectic ensemble of heroes and villains, is available for immediate download, allowing players to jump right in to frantic, explosive races with up to four local players, or eight online players.

Sonic & SEGA All-Stars Racing puts players on the track and in the shoes of a host of popular SEGA characters, from the blue blur himself to AiAi and Dr. Eggman, each with their own unique vehicle. Players must use their driving skills to drift and dodge their way to a checkered flag in a variety of single-player modes, as well as multiplayer races both off and online. The racer is the latest title to appear in SEGA's growing library of download-ready games through Xbox LIVE® Games On Demand, including hits such as *Bayonetta*™ and *Aliens vs. Predator*™. For more information about *Sonic & SEGA All-Stars Racing*, visit www.sega.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'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's global website site is located at www.sega.com.

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