



**FOR IMMEDIATE RELEASE**

## **LONDON'S CALLING MARIO & SONIC!**

*The gold medal winning team is brought together again for the London 2012 Olympic Games*

**TOKYO** (April 21, 2011) – SEGA® Corporation and Nintendo Co., Ltd. today announced that the record breaking partnership of Mario™ and Sonic™ will once again join forces on the Wii™ home video game system and, for the first time ever, on the Nintendo 3DS™. Over 19 million people worldwide have bought video games from the Mario and Sonic series, and now the much loved duo are heading to London to participate in the officially licensed Olympic-themed video game, *Mario & Sonic at the London 2012 Olympic Games™*.

A host of exciting new headline events, including football and equestrian will debut on the Wii version appearing alongside classic Olympic disciplines, such as athletics, aquatics and table tennis. These new sports are sure to ignite even more fierce competition between friends and family in both single and multiplayer modes! The all new roster of Dream events that are set in popular Mario and Sonic worlds make for a truly unique sporting experience that can only be found in *Mario & Sonic at the London 2012 Olympic Games™*.

Arriving on Nintendo's new handheld system for the first time ever *Mario & Sonic at the London 2012 Olympic Games™* contains over 50 original Olympic themed events playable in both single and multiplayer modes. Bringing a whole new dimension to the Mario & Sonic universe, the glasses-free 3D visuals and the unique control systems mean there are plenty of new and exciting ways to compete for a coveted gold medal!

As with its predecessors, *Mario & Sonic at the London 2012 Olympic Games™* for the Wii and Nintendo 3DS is being developed by SEGA Japan and is published by SEGA® across Europe and North America, and by Nintendo in the Japanese market. *Mario &*

*Sonic at the London 2012 Olympic Games*™ is licensed through a worldwide partnership with International Sports Multimedia (ISM), the exclusive interactive entertainment software licensee of the International Olympic Committee (IOC).

“Mario and Sonic have had a phenomenally successful partnership and we are extremely proud to be able to recreate this once again with Nintendo and ISM for the London 2012 Olympic Games” commented Naoya Tsurumi, Chairman for SEGA of America and SEGA Europe. “It is truly exciting to be in the position to develop interactive entertainment software titles based on the Olympic Games, and for Sonic and Mario to once again be a part of this historic event.”

“The London 2012 Olympic Games will be a sporting showcase that will embrace the world and we are delighted to have Mario and Sonic competing once again, this time in the largest number of Olympic sports ever” says Raymond Goldsmith, Chairman & CEO of ISM.

"These games bring together two of the most beloved characters in the history of the video game industry in Mario and Sonic," said Nintendo of America President Reggie Fils-Aime. "As veterans of both video games and Olympic games, they'll arrive in London as a formidable team to provide fun, competitive sporting activities that friends and family members can enjoy together."

*Mario & Sonic at the London 2012 Olympic Games*™ will be available on the Wii™ home video game system and the Nintendo 3DS™. A launch date will be announced later in the year.

For more information about the game, please visit [www.sega.com](http://www.sega.com) or [www.olympicvideogames.com](http://www.olympicvideogames.com).

For any assets, please visit the SEGA press site at [www.sega-press.com](http://www.sega-press.com).

**About SEGA Corporation:**

SEGA®Corporation is a worldwide leader in interactive entertainment both inside and outside the home, encompassing consumer business, amusement machine sales and amusement center operations. 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® Corporation's Web site is located at <http://sega.jp>.

**About Nintendo:**

The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Wii™ and Nintendo DS™ systems. Since 1983, when it launched the Nintendo Entertainment System™, Nintendo has sold nearly 2.8 billion video games and more than 480 million hardware units globally, including the current-generation Wii and Nintendo DS, as well as the Game Boy™, Game Boy Advance, Super NES™, Nintendo 64™ and Nintendo GameCube™. It has also created industry icons that have become well-known, household names such as Mario™, Donkey Kong™, Metroid™, Zelda™ and Pokémon™. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere. For more information about Nintendo, visit the company's Web site at [www.nintendo.com](http://www.nintendo.com).

**About ISM:**

ISM is active in managing and developing entertainment software applications. In addition to the exclusive rights ownership of the Olympic Games, ISM is one of the world's leading providers of sports fantasy games, particularly specializing in the football/soccer sector. Visit the company's website at [www.ismltd.com](http://www.ismltd.com)

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