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**MARIO AND SONIC HEAD TO THE SLOPES IN
*MARIO & SONIC AT THE OLYMPIC WINTER GAMES™***

The Two Most Famous Video Game Icons Return For Another Olympic Competition

TOKYO (February 12, 2009) – SEGA® Corporation and Nintendo Co., Ltd today announced that two of the biggest video game heroes, Mario™ and Sonic™, will be coming together again, this time taking their rivalry to the snow and ice in another officially licensed Olympic-themed smash hit *Mario & Sonic at the Olympic Winter Games™*. Heading to stores late in 2009 on the Wii™ home video game system and Nintendo DS™, *Mario & Sonic at the Olympic Winter Games* will take players to Vancouver, Canada, host city of the official 2010 Olympic Winter Games. This gaming experience invites players of all ages and skill sets to face-off in some of the most intense winter competitions available for the Nintendo platforms.

Developed by SEGA of Japan, under the guidance of Shigeru Miyamoto, *Mario & Sonic at the Olympic Winter Games* will take players to lifelike Olympic venues where they can choose from a legendary cast of playable characters, including new faces to the series to be revealed later this year. Following the phenomenal worldwide popularity of *Mario & Sonic at the Olympic Games*, which has sold over 10 million copies worldwide, this fresh gaming experience will feature completely new Olympic Winter Games events from the official competition schedule including Alpine Skiing and Speed Skating with more events announced throughout the year.

Tailored to the specific system controls, Nintendo DS and Wii gamers will enjoy completely unique experiences thanks to each platform having its own specific gameplay features and modes. Players of all skill levels will enjoy the intuitive controls of both the Wii and Nintendo DS systems, in both single and multiplayer gaming modes. The Wii game will offer an even richer multiplayer experience offering co-op and competitive gameplay where the Nintendo DS brings an intense competitive element using the Nintendo DS wireless capabilities. Additionally, one of the new features to be found in *Mario & Sonic at the Olympic Winter Games* is the inclusion of the Wii Balance Board™

which can be used in some events featured in the Wii version, allowing for a more interactive and realistic gaming experience.

Published by SEGA® across Europe and North America, and published by Nintendo in the Japanese market, *Mario & Sonic at the Olympic Winter Games* is again licensed through a worldwide partnership with International Sports Multimedia (ISM), the exclusive interactive entertainment software licensee of the International Olympic Committee (IOC).

“We are extremely happy to again team up with Nintendo and ISM on what promises to be another global success.” says Naoya Tsurumi, CEO, SEGA of America and SEGA Europe. “Sonic will partner with Mario once more beneath the spotlight of the legendary Olympic Games. Together they will face new athletic challenges that will provide gamers with more of the exciting experiences unique to this series.”

”SEGA has been a valued publishing partner of Nintendo for many years and *Mario and Sonic at the Olympic Winter Games* is the ultimate representation of that relationship,” said Reggie Fils-Aime, president and COO, Nintendo of America. “We look for this game to continue the tradition its predecessor started by bringing new events, new characters, and new gameplay experiences to fans worldwide.”

“To once again have Mario and Sonic and friends compete in Olympic sports and events in a winter setting is tremendously exciting for the Olympic Movement and the millions of gamers worldwide who enjoyed the characters’ previous match up”, says Raymond Goldsmith, Chairman & CEO of ISM.

Mario & Sonic at the Olympic Winter Games will be in stores late 2009. For more information about the game, please visit www.sega.com or www.olympicvideogames.com. For any assets, please visit the SEGA FTP site at <http://segapr.segaamerica.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.

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

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