



## **MARIO & SONIC AT THE OLYMPIC GAMES™ HITS 5 MILLION IN GLOBAL SALES**

*Founding Fathers of Video Games, SEGA and Nintendo,  
Find Winning Formula with First-Ever Pairing of Famous Mascots*

**TOKYO** (March 5, 2008) – SEGA® Corporation today announced that its history-making video game title, *Mario & Sonic at the Olympic Games™*, has sold five million copies worldwide in just over three months. Developed by SEGA for the Wii™ video game system and the Nintendo DS™ system, with creative input and executive milestone approvals by Nintendo’s developers, the title brought together for the first time the two most beloved icons in the entertainment industry. In the spirit of the Olympic Games, the legendary mascots also brought friends from their storied franchises along, including Luigi™, Knuckles™, Yoshi® and Tails™, to compete in a variety of Olympic events.

“Since the moment we knew this game could happen, all at SEGA Europe have been tremendously excited. We felt that this game could be popular with all audiences, and appeal to both gamers and newcomers to gaming alike – but sales to date have surpassed our expectations! Mario and Sonic have once again proved that in this high tech next gen market, fun and hilarity will always have a place in everybody’s hearts.” said Mike Hayes, President and COO, SEGA Europe.

Published by SEGA across Europe and North America, and by Nintendo in Japan, *Mario & Sonic at the Olympic Games* made its worldwide debut on November 6, 2007, when the Wii version hit store shelves in the United States. According to the NPD Group, which tracks sales data in the United States, the game was one of the top-ten best-sellers in the United States – across all platforms – in the critical holiday sales month of December.

When *Mario & Sonic at the Olympic Games* launched in Europe just days later, it was an immediate hit, rising rapidly to the top of sales charts and becoming the best-ever performing Wii game over the seven-day period, ending on December 11, 2007. In

January, Mario & Sonic hit the top of the charts again and became the best-selling videogame in the UK and Benelux markets across all formats.

Mario & Sonic at the 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).

**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 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)

TM IOC. Copyright © 2007 International Olympic Committee (“IOC”). All rights reserved.

SUPER MARIO characters © 2007 NINTENDO

Nintendo, Nintendo DS & Wii are trademarks of Nintendo.

SONIC THE HEDGEHOG characters © SEGA. All Rights Reserved.

Sega is registered in the U.S. Patent and Trademark Office. SEGA, the SEGA logo and Sonic The Hedgehog are either registered trademarks or trademarks of SEGA Corporation.

# # #