

## ***Sonic & SEGA All-Stars Racing Available on the App Store***

**LONDON & SAN FRANCISCO – 23 June, 2011** - SEGA® of Europe Ltd. and SEGA® of America, Inc. today announced the launch of *Sonic & SEGA All-Stars Racing*™ for the iPhone®, iPod® touch and iPad®. The mobile edition of this successful title will include familiar faces and tracks players have enjoyed on other platforms, and is now available at a special introductory offer of \$1.99/ £1.19 / €1.59 / AUD\$2.49 until 25<sup>th</sup> June.

Your favourite SEGA characters come together to battle it out in an adrenaline-fuelled race to the finish line! The world's fastest hedgehog, Sonic, and the SEGA All-Stars are zooming on to your iPhone, iPod touch and iPad for the ultimate party racing showdown. Race as your favourite character across 15 white-knuckle courses in a frantic race to the finish line.

Stay ahead of the pack by dodging traps, firing missiles and, if all else fails, wreaking havoc with your All-Star moves! Whether racing on your own, or battling it out with friends, anything can happen in this crazy competition where winning is only part of the fun!

For more details about *Sonic & SEGA All-Stars Racing* for iPhone, iPod touch and iPad, visit [www.sega.com](http://www.sega.com).

For press assets, please visit [www.sega-press.com](http://www.sega-press.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](http://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](http://www.sega.com).