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FOR IMMEDIATE RELEASE

SEGA AND NINTENDO JOIN FORCES FOR *MARIO & SONIC AT THE OLYMPIC GAMES*

Legendary Icons Appear Together for the First Time in Video Game History

TOKYO (March 28, 2007) – SEGA® Corporation and Nintendo Co. Ltd. today made a historical announcement that two of the biggest icons in the entertainment industry, Mario™ and Sonic™, are joining forces to star in *Mario & Sonic at the Olympic Games*. Developed for the Wii™ video game system and the Nintendo DS™ system, this momentous agreement marks the first time these two renowned stars have appeared together in a game.

Published by SEGA across Europe and North America, and published by Nintendo in the Japanese market, *Mario & Sonic at the Olympic Games* will be available for Christmas 2007 and is licensed through a worldwide partnership with International Sports Multimedia (ISM), the exclusive interactive entertainment software licensee of the International Olympic Committee (IOC).

In *Mario & Sonic at the Olympic Games*, players will compete in events that take place in environments based on the official venues of the Beijing 2008 Olympic Games. Using a supporting cast of characters from the amazing worlds of both Mario and Sonic, gamers will be able to compete as or against a range of lovable personalities including Mario, Sonic, Luigi™, Knuckles™, Yoshi®, Tails™ and more. Innovative usage of the Wii and DS control systems to maneuver a favourite character will allow players to race the likes of Mario and Sonic down the 100m track, engage in exhilarating rallies in table tennis and churn water in a swimming heat, all while competing for the much sought after gold medal.

“We are thrilled to partner with Nintendo and ISM on this groundbreaking title,” said Hisao Oguchi, President and Chief Operating Officer, SEGA Corporation. “For the first time, two of the world’s greatest games’ characters come together to compete in the world’s greatest sporting event and we couldn’t be more excited.”

“Mario and Sonic have been respectful rivals since the early days of video games,” says Shigeru Miyamoto, Senior Managing Director and General Manager, Entertainment Analysis and Development Division, Nintendo Co., Ltd.. “In fact, for a long time they have been discussing the possibility of one day competing against each other. Now that they have been given the perfect opportunity to meet at the Olympic Games, we may finally learn who is actually faster, Mario or Sonic?”

“The Olympic Games represent the true spirit of competition and passion,” said Raymond Goldsmith, Chairman and Chief Executive Officer of ISM. “Bringing together intensely competitive and fun characters like Mario and Sonic in an Olympic setting helps showcase the sports of the Olympic Games in a new and compelling way for all generations.”

For further information on this title please visit www.sega-press.com for Europe and the SEGA FTP for America 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:

Nintendo Co., Ltd. of Kyoto, Japan, is the acknowledged worldwide leader in the creation of interactive entertainment. To date, Nintendo has sold more than 2.2 billion video games worldwide and more than 387 million hardware units globally, creating such industry icons as Mario® and Donkey Kong and launched franchises like The Legend of Zelda® and Pokémon. Nintendo manufactures and markets hardware and software for its popular video game systems, including home console units such as the Nintendo 64, NINTENDO GAMECUBE, and the forthcoming revolutionary new console Wii, as well as portable handheld gaming systems such as, Nintendo DS. Game Boy Advance, and Game Boy – the world’s best-selling video game system which has sold over 193 million units. As a wholly owned subsidiary, Nintendo of Europe, based in Grossostheim, Germany, was established in 1990 and serves as headquarters for Nintendo’s operations in Europe.

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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