



SEGA ANNOUNCES SONIC THE HEDGEHOG 4 EPISODE I

Previously teased as Project Needlemouse, the first Sonic the Hedgehog™ title developed exclusively for download is confirmed!

LONDON & SAN FRANCISCO (February 4th 2010) – SEGA® Europe Ltd. and SEGA® of America, Inc. today announced the first game developed specifically for the download market from the world’s fastest hedgehog. *Sonic the Hedgehog 4 Episode I* will be available via download on Microsoft XBLA, Sony PSN and Nintendo WiiWare, bringing with it the addictive classic 2D side scrolling action that Sonic fans have been waiting for.

Sonic the Hedgehog 4 Episode I offers sublime 2D gameplay through beautifully rendered HD environments. Fans will be able to speed through each level with the classic Spin Dash move, and destroy enemies using the Homing Attack. *Sonic the Hedgehog 4 Episode I* sees the return of the much-loved special stages and takes players through a variety of different Zones, all inspired by the Mega Drive era.

Each level from *Sonic the Hedgehog 4 Episode I* is separately selectable from the main menu, making it easy for players to replay their favorite sections as they wish. Long time fans will not be disappointed as they rejoin the action and face all new intense boss battles against everyone’s favourite villain – the ever devious and evil – Dr. Eggman!

“*Sonic the Hedgehog 4 Episode I* is a return to the classic game style of the original Sonic games” commented Gary Knight, European Marketing Director SEGA Europe Ltd. “It’s great to be able to offer fans of the Sonic series the type of game they have been asking for in a high definition experience.”

Sonic the Hedgehog 4 Episode I will be available in Summer 2010 for XBLA, PSN, and WiiWare. For more information about *Sonic the Hedgehog 4 Episode I* please visit www.sega.com and for assets please visit www.sega-press.com.

About SEGA® Europe Ltd:

SEGA® Europe Limited 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 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 Europe's web site is located at www.sega-europe.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 of America's Web site is located at www.sega.com/usa

#