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**FOR IMMEDIATE RELEASE**

**MARIO & SONIC CONTINUE TO SHARE WORLDWIDE SUCCESS**

*Official Olympic Winter Games Video Game Hits 6 Million Units Worldwide!*

**SAN FRANCISCO & LONDON** (February 19th, 2010) – SEGA of America, Inc. and SEGA Europe Ltd. are thrilled to announce that the Nintendo platform-exclusive game – *Mario & Sonic at the Olympic Winter Games™* - has sold over 6 million units worldwide since its launch in October 2009 and is available for the Wii™ system and the Nintendo DS™ handheld system.

With the Olympic Winter Games Opening Ceremony on February 12<sup>th</sup> marking the start of the Games themselves, there are big plans to support the title across the globe with increased marketing activity. New television campaigns for the game are planned for North America (running from February 12 to 28<sup>th</sup>) and other major European territories including France, Benelux, Austria and the Nordic countries. As Olympic Winter Games fever hits, *Mario & Sonic at the Olympic Winter Games* will also feature in events celebrating the Games around the world in cities such as London, Washington DC and San Francisco.

“The original *Mario & Sonic at the Olympic Games™* was a huge success for SEGA” commented Mike Hayes, CEO for SEGA America and SEGA Europe. “*Mario & Sonic at the Olympic Winter Games* is one of the leading third party games for Wii and DS and we were confident the title would have longevity within retail. The start of the Vancouver 2010 Winter Games is a perfect time to ensure Mario and Sonic are at the forefront of the consumer’s mind when it comes to recreating that Olympic Winter Games feeling in living rooms everywhere.”

*Mario & Sonic at the Olympic Winter Games* is available on Wii™ and Nintendo DS™ systems exclusively.

For more information on any of the Olympic video games, please visit the official site at <http://www.olympicvideogames.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™, Nintendo DS™ and Nintendo DSi™ systems. Since 1983, when it launched the Nintendo Entertainment System™, Nintendo has sold more than 3.3 billion video games and more than 558 million hardware units globally, including the current-generation Wii, Nintendo DS and Nintendo DSi, as well as the Game Boy™, Game Boy Advance, Super NES™, Nintendo 64™ and Nintendo GameCube™ systems. 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](http://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](http://www.ismltd.com)

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