



CONTACTS:

Tali Fischer
SEGA of America, Inc.
(415) 701-3628
tali.fischer@segaamerica.com

-or- Lynn Daniel
SEGA Europe Ltd.
+44 (0) 20 8995 3399
DanielL@soe.sega.co.uk

SEGA ANNOUNCES *SONIC RIDERS: ZERO GRAVITY* SPEEDING ONTO Wii™ and PLAYSTATION®2 .

SAN FRANCISCO & LONDON (August 16, 2007) – SEGA® of America, Inc. and SEGA® of Europe Ltd. today announced *Sonic Riders™: Zero Gravity*, a fast-paced new Sonic racing game for Nintendo's Wii™ system and the PlayStation®2 computer entertainment system. The game, created by Sonic team, hits stores in February 2008 and takes Sonic into never-before seen worlds with edge-of-your-seat racing intensity and all-new gravity controlling moves.

In *Sonic Riders: Zero Gravity*, Sonic takes on to futuristic-inspired tracks and travels as far as outer space to push the limits of speed even further. Two new unique gravity control moves will allow players to outrace opponents while navigating walls, drops, and hairpin turns. Innovative new tracks take full advantage of Sonic's new moves and offer heart-stopping racing action enhanced by high-intensity speed boosts.

“Speed and agility is what built the Sonic franchise,” said Scott A. Steinberg, Vice President of Marketing, SEGA® of America, Inc. “*Sonic Riders: Zero Gravity* offers long-time Sonic fans, and newcomers alike, the adrenaline-pumping gameplay and moves that made the blue hedgehog famous, while adding a plethora of completely new elements to the Sonic world. Packed with new and innovative features, *Sonic Riders: Zero Gravity* delivers a rush that gamers can't resist.”

Sonic Riders: Zero Gravity also features a series of high-speed vehicles that evolve through the gamplay to offer the ultimate unrivaled racing machine. Complete with

irresistible multiplayer modes and all-new playable characters, *Sonic Riders: Zero Gravity* brings the action, speed, and addictive gameplay that only Sonic can deliver.

Sonic Riders: Zero Gravity is set for release for Nintendo's Wii and the PlayStation®2 computer entertainment system in February 2008. For all SEGA assets including the first screens from *Sonic Riders: Zero Gravity*, please visit <http://segapr.segaamerica.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.

About SEGA Europe Limited:

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.

###