



**PRESS RELEASE – FOR IMMEDIATE RELEASE**

## **RACE INTO POLE POSITION WITH SONIC & SEGA ALL-STARS RACING**

*Get ready for the ultimate racing showdown with Sonic and his SEGA friends!*

**LONDON & SAN FRANCISCO** (May 28<sup>th</sup>, 2009) – SEGA® Europe Ltd. and SEGA® America, Inc., today announced *Sonic & SEGA All-Stars Racing*, a fast and furious battle to the finish line in this supercharged racer. Developed for the Xbox 360® video game and entertainment system, PLAYSTATION®3 computer entertainment system, the home video game system, Wii™ and the Nintendo DS™ system, *Sonic & SEGA All-Stars Racing* will speed into stores in early 2010.

In a frantic battle to the chequered flag, *Sonic & SEGA All-Stars Racing* sees Sonic and friends speed around tracks set in mediaeval castle ramparts, lush rainforests and bustling cities, all taken from the visually rich and varied universes of Sonic and SEGA. Fan favourites such as Dr. Eggman, Tails, AiAi, Amigo and many more will join Sonic in their custom built vehicles, revving their engines and jostling to stay ahead of the pack. Each character will race around the track in cars, planes, motorbikes, and in AiAi's case – a banana mobile! Secret short cuts, swift handling and avoiding strategically placed obstacles are certainly the best way to get to the top of the podium.

*“Sonic & SEGA All-Stars Racing* is no ordinary racing game. Its huge variety of characters and vehicles, plus the ability to play both online and off set it apart from other games of this type” commented Gary Knight European Marketing Director, SEGA Europe Ltd. “The team have pushed the boundaries on what you would normally expect and created a different and unique party racing title whereby you really can't take anything for granted!”

And winning is only part of the fun in *Sonic & SEGA All-Stars Racing*! Each character has a specific All Star move such as Super Sonic, Banana Blitz and Tails Tornado, allowing a quick way for competitors to get back into the race! Power ups and weapons can also be collected

around the tracks and used against the opposition to ensure they don't become a threat to that number one position... Players can battle it out in single or multiplayer mode, allowing up to four friends to race in frantic split-screen action, or up to eight players to compete online in the ultimate racing showdown.

Can Amigo scramble Dr. Eggman? Will AiAi say bye-bye to Tails? Are you gonna be faster than Sonic? The race will start in 2010... For more information please visit: [www.sega.com/sonicracing](http://www.sega.com/sonicracing).

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 Europe's web site is located at [www.sega-europe.com](http://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](http://www.sega.com).

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