



**SEGA® PARTNERS WITH NASCAR SUPERSTAR DANICA PATRICK
FOR *SONIC & ALL-STARS RACING TRANSFORMED*™**

*JR Motorsports Driver to Appear as Playable Character in New Game and
Race Custom Sonic Car in Upcoming NASCAR Nationwide Series Race*

LOS ANGELES – June 5, 2012 – SEGA® of America Inc. is thrilled to announce that Danica Patrick will be appearing alongside Sonic the Hedgehog in *Sonic & All-Stars Racing Transformed*™, the new racing game where players speed across land, air and water in fully transforming vehicles. Known for her talents behind the wheel, Danica will be a playable character with customized vehicles in *Sonic & All-Stars Racing Transformed*. Gamers will get the chance to test their racing abilities as Danica against an All-Star cast of SEGA characters including Sonic, Knuckles, AiAi and others.

“It’s a very exciting experience since I’ll be sharing the screen with such an iconic character,” said Danica Patrick. “I cannot wait for gamers to jump into my customized, transformable vehicles and give Sonic a run for his rings this holiday season!”

“Danica Patrick is one of the most popular athletes in the world and her accomplishments both on and off the track make her the perfect partner for *Sonic & All-Stars Racing Transformed*,” said Masanao Maeda, President and COO, SEGA of America. “Danica’s involvement showcases the broad appeal of this title – everyone from casual gamers to hard core racing fans will be able to enjoy the fun.”

To further enhance this partnership, Danica will be racing in a custom No. 7 Sonic the Hedgehog/GoDaddy.com Chevrolet, fielded by JR Motorsports, during the O’Reilly Auto Parts Challenge on November 3 at the Texas Motor Speedway (to be televised live on ESPN). The race, part of NASCAR’s Nationwide Series, marks Sonic the Hedgehog’s NASCAR debut. The customized race car will be unveiled today at the SEGA booth at e3 (the Electronic Entertainment Expo) in the Los Angeles Convention Center. Additionally, Danica will be integrated into the national marketing campaign for *Sonic & All-Stars Racing Transformed*.

Sonic & All-Stars Racing Transformed will be available on the Xbox 360® video game and

entertainment system from Microsoft, PlayStation®3 computer entertainment system, PlayStation®Vita system, the Nintendo 3DS™ hand-held system, Nintendo's Wii U™ system and PC Digital Download this holiday season.

For more information, please visit www.facebook.com/sonic

For assets on SEGA games, please visit www.sega-press.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 JR Motorsports

Based in Mooresville, N.C., JR Motorsports is the management company and racing operation for Dale Earnhardt Jr., NASCAR's nine-time Most Popular Driver and winner of more than 40 NASCAR-sanctioned races. JR Motorsports competes in multiple racing divisions, including the NASCAR Nationwide Series where the team owns 10 victories. To learn more about the organization and its stable of drivers which include Earnhardt Jr., Danica Patrick and Cole Whitt, visit www.jrmracing.com. The JR Motorsports facility also houses the JR Nation retail store, Hammerhead Entertainment and JRM Licensing.

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