



SONIC DASHES TO THE APP STORE

Available Now!

LONDON & SAN FRANCISCO – 7th March 2013 –SEGA® Europe and SEGA® of America Inc. are excited for the release of *Sonic Dash*™, developed specifically for mobile platforms by Hardlight Studios. With a fully realised 3D Sonic world on mobile and tablet, never has an infinite runner looked so good! *Sonic Dash* will be speeding to the App Store today for \$1.99, AUD\$1.99, £1.49, €1.79 on iPod® touch, iPad® and iPhone® at <https://itunes.apple.com/app/id582654048?mt=8>

Run as Sonic or one of his friends to take on Seaside Hill. Use each characters abilities to dash, spin and jump your way through at high speeds. Various hazards, enemies and loop de loops await your speedy fingertips.

Unlock or buy power-ups to help you get further, including head starts, revives & ring magnets and defeat enemies using Sonic's devastating spin and homing attack. Stay socially connected and compete with your friends in leaderboards to prove who really is the best speed runner. You might not be able to catch Sonic, but you can run with him into the hills!

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.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.