

For release 20th June 2001, 9am London time



SEGA and Sony Computer Entertainment announce exclusive distribution deal

Seven Sega titles to ship for PAL PlayStation®2

London June 20th 2001

Sega Corporation (SEGA) and Sony Computer Entertainment Europe (SCEE) announced today that they have reached an exclusive distribution agreement under which SCEE will manufacture, distribute and market seven SEGA titles dedicated specially to PlayStation®2 in all SCEE PAL territories. The titles, which will be localised into the five major European languages are:

“Space Channel 5” series (2 titles)
“Rez”
“Virtua Fighter 4”
“F-355 Challenge” (working title)
“Head Hunter”
“Ecco the Dolphin”

It is expected that at least two of these titles will appear before Christmas.

Other exclusive titles are expected to be announced during the course of this year.

Commenting on the agreement, **Chris Deering**, President of SCEE said– “We now have one of the best content creators in the world writing games for the most advanced Computer Entertainment system. It will be an exciting and winning combination not only for PlayStation 2 and SEGA but more importantly for our consumers. We are very happy to be marketing and distributing for SEGA and we cannot wait to take on this challenge.”

Yoshio Sakai, President and C.O.O. of SEGA Europe added, “These are very important titles for us. Our development teams are already working intensively to write the very best quality games exclusively for PlayStation 2. SCEE have demonstrated over the last 5 years that they are the best marketers in the business and we are sure they will work their magic on these dedicated PlayStation 2 games.”

Ends

For further information contact:

Sega

In Japan: Nana Ishizawa (ishizawan@soj.sega.co.jp)

Sega Corporation
Public Relations Department
Phone +81 (3) 5736-7037
Fax +81 (3) 5736-7059

In Europe: Pete Devery (pdevery@bell-pottinger.co.uk)
or Stuart Ledger (sledger@bell-pottinger.co.uk)
Bell Pottinger Public Relations
Tel: + 44 207 400 5900 or +44 207 400 5921
Fax: + 44 207 831 7663

More information about Sega products can be found at
<http://www.sega-europe.com>

Sony

In Japan: Corporate Communications
Sony Computer Entertainment Inc.
Tel: (03) 413 8686 Fax: (03) 5413 8661

In Europe: David Reeves (David_A_Reeves@scee.net)
or Jason Daniel (Jason_Daniel@scee.net)
Sony Computer Entertainment Europe Ltd
Tel: + 44 207 859 5300 or +44 207 859 5101
Fax: + 44 207 859 5035

More information about PlayStation products can be found at <http://www.scee.com>

About Sega Corporation

Sega Corporation is recognised as the industry leader in interactive entertainment experiences and is the only company that offers interactive entertainment experiences both inside and outside the home and across all formats.

Sega has been a videogame software leader for more than 40 years. No other company has had more “firsts” in the \$7 billion videogame market than Sega. Sega created the first-ever arcade simulator game with “Hang On” in 1985. In 1990, Sega unveiled “R-360,” the first arcade game with the ability to rotate 360 degrees. In 1993, Yu Suzuki pioneered the 3D fighting game genre with “Virtua Fighter.” The year 2000 brought other industry firsts including “Seaman,” the first-ever voice recognition videogame in the U.S. and “ChuChu Rocket!” the first ever worldwide online console software.

About Sega Europe

Sega of Europe is the European arm of Japan-based Sega Corporation, responsible for the development, marketing and distribution of Sega products in Europe.

Sega Corporation is a nearly \$2.5 billion company recognised as the industry leader in interactive digital entertainment media, offering interactive entertainment experiences both inside and outside the home.

About Sony Computer Entertainment Inc.

Recognized as the global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes and markets the PlayStation® game console and PlayStation®2 computer entertainment system. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc. and Sony Computer Entertainment Europe Ltd., develops, publishes, markets and distributes software, and manages the third party licensing programs for these two platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, Sony Computer Entertainment Inc. is an independent business unit of Sony Group.

Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe is responsible for the distribution, marketing and sales of PlayStation®, PS one™ and PlayStation®2 software and hardware in 88 territories across Europe, the Middle East, Africa and Oceania. To date, over 31 million PlayStation units have been shipped across these PAL territories, over 80 million worldwide. Between its Japanese debut, on March 4th 2000 and then end of May 2001, over 11.0 million PlayStation®2 units have been shipped worldwide, making it one of the most successful consumer electronic product launches in history.

PlayStation and the PlayStation logo are registered trademarks, PS one and PS2 are trademarks of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.

* Company and product names in this press release are the registered trademarks or trademarks of each company.