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SEGA announces 'SEGA SuperStars' for EyeToy

New Camera-based Game for EyeToy to be Previewed at E3 2004

TOKYO, LONDON, SAN FRANCISCO - April 26, 2004 - SEGA® today announced the development of *SEGA SuperStars* - a new game for the EyeToy™ interactive camera add-on for the PlayStation®2 computer entertainment system. The new game, which will feature a collection of SEGA's best known properties, is due to be previewed with selected teaser levels at the forthcoming E3 2004 Expo, May 12-14, Los Angeles.

SEGA SuperStars for EyeToy, currently in development at SEGA's Sonic Team studio, will leverage the camera control-method featured in EyeToy to bring a new level of interactivity to the company's core brands such as *Sonic the Hedgehog*, *Samba de Amigo*, *Virtua Fighter* and more. Visitors to E3 will be able to sample the game on the SEGA stand - Room 151, Concourse Hall, Los Angeles Convention Center. *SEGA SuperStars* for EyeToy is due for a global release towards late 2004.

Yuji Naka, President, SONICTEAM, commented, "EyeToy is a whole new way of interfacing with a game and in this respect, a very interesting proposition for a game developer. I think there are many creative ways we'll be able to use the camera with great potential for fun. It's great to have the opportunity to reach a wider audience through a new system like this and I'm really excited to be developing a game like *SEGA SuperStars* for EyeToy."

Matthew Woodley, European Marketing Director, SEGA Europe Ltd, commented "EyeToy is such a perfect way of engaging a broader base of consumers in a very social, fun style of gaming. With a huge portfolio of recognisable IP, and popularity with diverse groups of gamers, we're really excited to be able to revitalize some of our greatest stars using this great new technology."

"With innovative peripherals like EyeToy, Sony demonstrates how new, interactive experiences will extend the PlayStation 2 lifecycle," said Scott A. Steinberg, Vice President of Entertainment Marketing, SEGA of America, Inc. "SEGA SuperStars offers up many of our marquee franchises - *Sonic the Hedgehog*, *Virtua Fighter*, and *Samba de Amigo* - all enhanced for this fresh, social, and interactive gaming medium."

About SEGA®

SEGA Corporation, a \$3.5 billion corporation by market capitalization, is recognized as 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 Corporation's website is located at www.sega.co.jp. SEGA of America, Inc is the American publishing arm of SEGA Corporation. Its website is located at www.sega.com/usa. SEGA Europe Ltd is the European publishing arm of SEGA Corporation. Its website is located at www.sega-europe.com.

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