



Sonic the Hedgehog Hits Now Available for up to 50 Percent Off!

Celebrate Sonics 20th Anniversary on PlayStation® Network and Xbox LIVE Marketplace.

LONDON — 21st June, 2011 —To celebrate the 20 years that have passed since Sonic the Hedgehog first sped into living rooms the world over, SEGA® Europe Ltd. Inc. today announced a sale of Sonic titles currently available for PlayStation®Network and Xbox LIVE® Marketplace for the Xbox 360® video game and entertainment system from Microsoft. From 23rd June through to 28th July, downloadable titles and add-ons including *Sonic the Hedgehog™ 4 Episode 1* and *Sonic & SEGA All-Stars Racing™* can be purchased with up to 50% off!

The Sonic the Hedgehog anniversary bundle is available until 12th July on the PlayStation Network, providing gamers with four complete Sonic adventures for only £13.99/ €17.99/ AU\$ 27.99.

Sale-priced Sonic titles on Xbox LIVE Marketplace are available with up to 50% off including popular titles such as *Sonic & Knuckles™* and *Sonic Adventure* from 240 Microsoft points until 28th July.

For more details about Sonic's 20th anniversary visit www.sonicthehedgehog.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's global website site is located at www.sega.com.

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