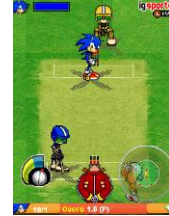


## Play a game of Cricket... Sonic Style!

### ***UTV Indiagames launches 'Sonic Cricket' for your mobiles***

**Mumbai, February 16th 2010:** Your favourite superfast game character 'Sonic' will now play a game of cricket! UTV Indiagames partners with SEGA® Corporation, the worldwide leader in interactive entertainment to launch the dashing arcade style game on mobile with '**Sonic Cricket**', bringing a whole new level of entertainment in the cricketing world!

Sonic Cricket, blended in with the original infamous soundtrack of Sonic, is a fun fantasy, fast moving cricket game targeted at both the enthusiasts of the game and fans of the character. With this game, UTV Indiagames, for the very first time, has introduced the character of Sonic to the cricketing game world on mobile. Players can select their captain who will lead the team to battle it out on the field! In true cricket style, the player has to ensure to keep the score chart ticking, knock opponents off the field, showing them the way to the pavilion and entertain the cartoon viewers in the stadium!



Speaking on this, **Vishal Gondal, CEO, UTV Indiagames**, said, "Adding an additional entertainment and fun twist to your usual game of cricket, we have associated with SEGA, the brainchild behind the much loved character and introduced Sonic to the cricketing world on mobile. With the launch of this game, we look forward to offering gaming enthusiasts, a new opportunity to enjoy their favourite sport, the Sonic way!"

**Kaoru Nagai, Mobile Department Manager, SEGA Corporation** said. "Our association with UTV Indiagames, India's leading game developer on mobile, reiterates our commitment to spread the 'Sonic' brand to the users in India. Launching "Sonic Cricket" will definitely be considered as one of our breakthroughs as 2011 is Sonic's 20<sup>th</sup> anniversary and bringing together the character with one of the most played games in this country, will definitely add to our celebrations"

#### **About UTV Indiagames:**

UTV Indiagames is India's largest integrated game developer-publisher across mobile, online and the Interactive Television. The company has been a pioneer in the mobile gaming space and has partnered with several major game publishers and media companies in the world such as EA, Disney, THQ, Atari, Universal, Fox, Warner brothers, Sony, MTV, 2K and others whose IP has been published across global leading telecoms including Verizon, Vodafone, Airtel, AT&T, Telstra and others. Some of UTV Indiagames' successful titles include the first Spiderman game on mobile, Bioshock, Garfield, Godzilla and Warchess (iPad). Two of the largest IPs developed and published by UTV Indiagames includes the IPL cricket franchise for mobile, iPhone, iPad and online as well as the hit game Bruce Lee on all mobile, iPhone and iPad platforms. In India the company runs the only subscription based PC games service called "Games on Demand" across all major broadband operators. UTV Indiagames' triple-play games model is complimented by its presence as the largest operator of ITV Games Services with leading satellite TV service providers in India.

#### **About SEGA® Corporation:**

SEGA® Corporation is a worldwide leader in interactive entertainment both inside and outside the home, encompassing consumer business, amusement machine sales and amusement center operations. 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 Web site is located at <http://sega.jp>.

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