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Press Release

PlaySEGA launches with suite of Mediatonic games

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Fact

Mediatonic has designed and developed the entire set of 10 launch games available on SEGA's new online games portal, PlaySEGA.co.uk.

In addition to developing online versions of existing classics such as Sonic at the Olympics and Columns, Mediatonic also created original titles exclusively for the site, including "Greek Island Solitaire", "Ice Shuffle" and "SEGA Pool".

Mediatonic also created the Avatar and Environment systems for the site, allowing players to customize their online appearance.

Detail

As the first partner for the new PlaySEGA games portal, Mediatonic worked closely with SEGA since the portal's conception to design, develop and advise on the first series of games for the new website.

Director of games Paul Croft said: "Initial discussions on this project began at a very early stage, just as SEGA had started to research and plan the portal. We worked very closely with SEGA for a period of six months with weekly meetings in our office, analyzing and refining the games as they developed and offering feedback on the new systems SEGA were constructing".

"We're very pleased to have been able to contribute so comprehensively to the site, and feel that our exclusive input has really helped to provide a consistent and professional look and feel to the games, environments and avatars".

In addition to the first 10 games, Mediatonic also designed and built the unique Avatar and Environment system on the portal, allowing users to create digital representations of themselves and purchase a location to furnish with prizes and items purchased by spending 'rings' which are earned by participating in games and activities on the portal.

Mediatonic are currently working on five further games for PlaySEGA.co.uk and will be working closely with SEGA as it expands and develops over the coming year.

More information on the development of the SEGA games can be found on Mediatonic.co.uk. For any further information please contact:

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About Mediatonic

Mediatonic is an independent developer of premium web games based in London. We work with major games publishers including Nintendo, SEGA, EA and Popcap to deliver their games on the internet. In addition, we create, license and publish our own independent games.