

SONIC X™ – THE TELEVISION SERIES

North America: Coming soon

Japan: TV Tokyo network (Sunday's 8:30 a.m. – 9:00 a.m.) and other local TV stations

Sonic The Hedgehog® Explodes onto Television!

SEGA®'s world famous Sonic The Hedgehog explodes onto television in the all-new animated series *Sonic X*. Created by TMS Entertainment, LTD, a leading animation studio, and in collaboration with SEGA Corporation, the *Sonic X* series consists of 52 thirty-minute action-packed episodes sure to captivate Sonic fans around the world! Making its debut in Japan in April 2003, *Sonic X* is coming soon to North America and television stations worldwide.

Program Synopsis:

Accidentally transported by Chaos Control, Sonic finds himself on a strange planet inhabited by humans and teams up with his newest friend, Christopher. Together, Sonic and Christopher embark on a series of exhilarating and elaborate quests as they search for the "Chaos Emeralds," precious stones delivering the power to conquer the world to whoever possesses them. Through their adventures, Sonic and Christopher must battle Sonic's archrival, the evil Dr. Eggman, a robotics authority, who wants the "Chaos Emeralds" for himself so that he can establish his own empire to dominate the world. Known for speed, power and energy, Sonic helps Christopher overcome his boyhood fears as they meet-up with long-time friends Knuckles, Tails and Amy, and encounter new pals Cream and Cheese. In a distant galaxy, the confrontation between Sonic and Dr. Eggman begins once again!

Sonic The Hedgehog:

One of the most recognized and celebrated video game characters of all time, Sonic The Hedgehog has appeared in numerous video games across multiple console, handheld and wireless platforms over the past 10 years. Consistently a top-selling franchise, Sonic The Hedgehog continues to be a popular icon worldwide in 2003 and beyond. This summer, Sonic The Hedgehog will come alive in interactive electronic handheld games included in McDonald's® Happy Meals® at participating McDonald's restaurants throughout North America. Additionally, Sonic will debut on the Nokia N-Gage™ mobile game deck in "SonicN™," a side-scrolling action game packed with the charms and characters of the Sonic series.

SEGA of America, Inc.
Access Communications
(415) 904-7070
sega@accesspr.com

TMS North America
TMS Entertainment, LTD.
Los Angeles Office
Mitsumoto Suzuki
(818) 905-8881
m-suzuki@tms-e.co.jp

TMS Japan
TMS Entertainment, LTD.
Tokyo Office
Yujiro Yamamoto
+81-3-3319-1133
y-yamamoto@tms-e.co.jp