



**Sega Amusements USA, Inc.**

**Press Release**  
**For Immediate Release**

## **SEGA ASI 2009 LINE UP**

**Sega Amusements USA** will reveal a star studded cast of product at this year's ASI Show. SAU will have 10 titles to offer to the market at the show, ranging in an assortment of genres across the board.

Fish for competition, fish for life with the ***Sega Bass Fishing***. A full conversion kit for all jamma cabinets that converts Golden Tee Golf, Silver Strike Bowling, PGA Golf, and any other trackball cabinets, the unique trackball operation perfect for all ages and locations. Players can compete with up to 4 players in a wide variety of 16 famous fishing spots and 4 bonus games, and can choose between a long competition of 4 days or short competition of 1 day of fishing. Special lures are won through games to be used in the exciting bonus rounds, and the full voice narrations and weigh-in events are sure to be a crowd pleaser! There is also a printer option where the ticket printed will show the total fish caught with its total weight. Sega will be holding a ***Bass Fishing Tournament*** at the ASI Show so stop by the booth and get "hooked"!

Stop the reels, match the ***Missfits*** and win tickets! This new fun redemption game comes in a exciting upright cabinet with an eye catching attract sequence. Using the giant stop button, stop the big reels to match up each ***Missfit*** character to win the top prize! The customizable top prize feature and the large top prize display is sure to be an eye catcher and make the atmosphere exciting for both players and operators! This redemption game comes with a front access ticket and coin box, customizable payout settings, and the small foot print makes the unit compatible for all location sizes.

The infamous license, Harley Davidson also heightens Sega's lineup at the 2009 ASI Show. ***Harley Davidson King of Harley*** incorporates a motorcycle lineup that can be enjoyed by all players, not limited to Harley fans. Classic rock tunes of the 70's and original BGM tunes suck the players into the "Harley" world as the DLX cabinet that is linkable up to 4 units provide a V-twin experience with motion system and realistic movements. Clear all stages and become the next "King of Harley"!

An addition to the Sega driving game family is ***R-Tuned Ultimate Street Racing***. Utilizing over-the-top Sports Compact Cars and Muscle Cars, players can fully experience the world of "ultimate street racing" with a range of tuning parts, body graphics and neon tubes. With the unlimited boost button, players can fly through 16 courses made up of current night time streets of New York, Hong Kong, Shinjuku, Japan, and Shibuya, Japan. Fireworks blazing, flames shooting, ***R-Tuned Ultimate Street Racing*** will bring the ultimate car racing movie to life!

Headlining will be Sega's ***RAMBO***, an exhilarating gun shooting game following the history of Rambo as seen on the big screen. In both the Standard and Deluxe cabinet, ***RAMBO*** includes a DLP monitor combined with computer graphics and real movie pictures, and woofer sound to provide the player a cinematic feeling while playing. The various types of enemies, the special

weapons, and the realistic look and feel of the machine gun are bound to give the player a true action experience!

**Sega Rally 3** will add even more fun to the line up. It is a single player driving game that can be linked up to 6 for multiplayer action. Game modes include single player Championship, Quick Race, and head to head which can all be played from 1 to 6 players. **Sega Rally 3** includes various stages such as tropical, canyon, alpine, a lakeside track, and the real time track deformation allows players to trace the tracks left by theirs and other cars to get the best racing line. With a 62" DLP and 4.1 surround sound to deliver all of these exciting features, this game is sure to have players racing to the finish line!

The **Sega UFO Catcher** makes yet another appearance with brand new licensed plush! The two Sega UFO Catchers that are going to be displayed at the IAAPA Show will be dressed up in **Disney and Marvel product and accessories**. Acquiring the Marvel license this year, the Sega Prize Division will be showcasing brand new product such as the "**Wolverine Action Collection**", "**Spiderman & Friends**", "**Marvel Buddies**", and "**Marvel Round Bottom Collection 1**". Also in the Disney lineup, there will be 8 new items for November and December, as well as products for early 2009. Along with the new product, Sega will also display all in-stock items and will be having a November Special on 10 great items. From "**Disney Across USA**", "**Just Winnie**", "**Hannah Montana Minnie & Daisy**", to the celebration product of the best selling "**Flavor of the Month**" with "**Anniversary Edition Chocolate Flavor of the month Mickey & Minnie**", customers are sure to have a wide variety of fun, lovable, original plush for their redemption machines!

Other games such as **Sponge Bob Ticket Boom** – an exciting ticket redemption game utilizing the popular Sponge Bob Square Pants- **Shoot This Win This**- a carnival style prize vending shooting game- **Pigs Might Fly** – a unique video redemption game- will also be showcased at the show to provide players and customers with a much more variety-filled lineup of redemption games.

Sega's line-up at the IAAPA Show will provide lots of variety for customers, with strong products covering all areas of the market including, an exciting new driver in **Sega Rally 3** and **R-Tuned**, redemption pieces like **Pigs Might Fly**, **Missfits**, **Shoot This Win This**, and **Sponge bob Ticket Boom**, a brand new conversion kit **Bass Fishing**, and a further addition to the successful SEGA licensed game titles, **King of Harley Davidson**, and **RAMBO**.