



Sega Amusements USA, Inc.

Press Release
For Immediate Release

SEGA IAAPA 2008 LINE UP

Sega Amusements USA will reveal a star studded cast of new product at this year's IAAPA Show. SAU will have 11 titles to offer to the market at the show, ranging in all various genres across the board.

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!

Infamous licenses, Harley Davidson and GM's Hummer also heightens Sega's lineup at the 2008 IAAPA 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"!

Alongside Harley is a thrilling off-road game utilizing GM's hit product, **Hummer**. Players can enjoy heated battles by destroying obstacles throughout the courses and passing rivals by flying off large ramps. **Hummer's** motion simulator cabinet comes with a 40" LCD monitor and can link up to 4 cabinets. The monstrous eye catching cabinet and its grandeur motion are sure to wow audiences!

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!

Sega also introduces a brand new conversion kit with the **Sega Clay Challenge**. It is a conversion kit for Sports Shooting USA, Ranger Mission, Extreme Hunting and Extreme

Hunting 2 and any other AW hardware system game. It includes 3 real clay shooting games where the player can choose between 3 stages with 45 shooting scenes and 4 unique bonus games. It has up to 6 player alternate play using a 29" realistic sound feedback shotgun controller. The **Sega Clay Challenge** will be the greatest desired update kit!

Sega incorporates yet another ticket redemption game to their lineup with their latest, **Brick People**. The player helps the Brick People in their journey by stacking the blocks on the platform within the limited time. When the time runs out, the blocks fall apart, preventing the Brick People to reach their goal. With this thrilling effect, lovable characters, and the original cabinet design and a 48" projection monitor, **Brick People** is sure to be an eye-catcher in the crowd.

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- and **Shoot This Win This** – a carnival style prize vending shooting 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**, an action packed motion ride simulator in **Mini Rider 2**, redemption pieces like **Brick People** and **Sponge bob Ticket Boom**, the fun family game **Shoot This Win This** and a further addition to the successful SEGA licensed game titles, **Hummer**, **King of Harley Davidson**, and **RAMBO**.