



Sega Amusements USA, Inc.

**Press Release
For Immediate Release**

LINE IT UP™, A PRIZE MACHINE WITH VALUE

Sega Lines Up a Simple Cabinet with High-end Prizes for a Greater Cashbox

Elk Grove Village, Ill. (September 20), 2006 – Sega Amusements USA, Inc. (SAU) announces the release of a new prize-merchandiser, *Line It Up™*. SAU has partnered with Team Play Inc. to sell and market the game under the SAU banner.

Line It Up™ is a simple prize-dispensing machine offered at a low price to suit the needs of all location levels. However, its affordable cost should not deceive; SAU suggests high-end, unique prizes to rake in optimal earnings.

"Our test unit at Brunswick in Naperville (Ill.) has earned up to \$1200 in one week. This number is unbelievably remarkable," says SAU Director of Sales, Ron Malinowski, "This game is doing well across all location tests. I think the Sega Amusements brand will bring it to an even higher level."

Brunswick's *Line It Up™* game has been earning the highest dollar amount above of all onsite games, including the video game category. Similarly, the game has earned up to \$447/week at a local fun park, and over \$380 across a 4-day period at a movie theater arcade.

This easy concept has players *line up* the lights to win a prize. Their success leads to a choice between large and small, valuable prize levels. The basic design and game play is perfect for all age groups.

Additional features benefit the location in other ways, such as custom on-screen messages and advertisements easily programmed by machine operators, an attention-grabbing voice over, and a light weight, reliable cabinet design for ease in placement.

Operators facilitating tests with *Line It Up™* rave about the attention received when this game is stocked with attractive, valuable merchandise, such as iPods®, Game Boys® and Coach® wristlets. This basic cabinet is within the price range for every market and with the simple upkeep of good prizes, the machine is a knock-out.



**Contact your Sega Representative for more information or
Visit us at www.sau.sega.com!**

About Sega Amusements USA, Inc.

Serving the North and South American markets, Sega Amusements USA, Inc. is a wholly owned subsidiary of Sega Corporation, Japan. Sega Amusements USA, Inc. is an industry leader in creating state-of-the-art interactive video, self contained merchandising, and redemption game play experiences through the utilization of complementary technologies and devices to enhance player enjoyment and loyalty. Products include single-player upright video games, self-contained merchandisers, and multi-player attendant operated simulators.

Contact: Bridget Bell
Title: Marketing Manager
Day Phone: (847) 364-9787
Toll Free: (888) 877-2669
Email: Bridget.Bell@sau.sega.com

800 Arthur Avenue, Elk Grove Village, IL 60007
P (847) 364-9787 F (847) 427-1065 Toll-Free (888) 877-2669
website www.sau.sega.com