



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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GET HOOKED BY

SEGA UFO CATCHER

*The Next Generation in Crane Games
Has Just Landed*



Elk Grove Village, IL March 30, 2006 – Sega Amusements USA, Inc. (SAU) announces the July release of SEGA UFO CATCHER, an out of this world game that is made to change the way the industry thinks about crane machines.

ABOUT THE GAME

SEGA UFO Catcher will hit the United States this summer as Sega's first installment of the franchise that reaps success in Japan. The game, known as UFO Catcher 7, overseas is an advanced crane game made for the player and operator both. SEGA UFO CATCHER is a two player crane game with uniquely shaped, 2-pronged claws that model the look of a retro UFO. The machine also comes with 3 uniquely sized arms and 3 types of claws to accommodate almost any prize. SEGA UFO CATCHER can hook a wide range of plush sizes, as well as key chains and even boxed prizes with the ease and design of the claws.

The days of discouraging, unsteady and unstable cranes are over. These cranes are controllable and move swiftly and steadily en route to the prize. Players can target their prize of choice, then grab, drag, hook and push to get the item closer and closer to the hole. Unlike typical 'hit and miss', 3 clawed crane games, SEGA UFO CATCHER is a game of skill and strategy. Rather than players giving up on the first try, they feel a sense of hope and confidence in reaching their goal to win. As Sega witnessed at the ASI tradeshow in Chicago this March, customers were immediately captivated with one attempt at the game. With this crane, the process of winning hooks the player, but it is the same process that earns more for the operator.

A WINNING ATMOSPHERE



The SEGA UFO CATCHER package, matched with unique Sega prizes, is a proven appeal to the player, equating in larger cashboxes. These machines create an even larger impact when several are banked together, all housing different colorful prizes. Players can not only observe the success others are having, but they can also be selective on what UFO to play and for what prize. Merchandise placement is also important in setting up a high-earning SEGA UFO CATCHER. Placing prizes in cascading waterfalls, or picking 'hook' pieces screams "Win me!"

(Japanese entertainment center featured left)

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SEGA UFO Catcher will be available this July. Please contact Sega's Merchandise or Sales Division for more ideas on creating the perfect, winning location. Stay tuned for more information on Sega's beautiful selection of plush and prizes coming soon.

OUT OF THIS WORLD FEATURES

- SEGA UFO CATCHER's **well-lit, bright field** helps lure in the player and paint the wonderful features of Sega's line of merchandise. These machines come to life, rather than appearing out-of-order.
- The cabinet is a **two player**, steel unit available in Standard or Full Configuration (with Monitor).
- Accessories include **3 claw sizes**, and **3 sized arms**. ("S", "M", and "L").



- Adjustable dispensing hole. 10.4"-14.7"(w) x 9" (d)
- The degree of difficulty is **easily changeable** to enable operators to have greater control of their earnings, repeat play and win-ability.
- Cabinet comes with a built-in **Vacuum Fluorescent Display (VFD)**. This enhances the overall experience for the player. They can **view earnings, payout and more** with this neat feature.



EVEN BETTER...OPTIONS!

- Locations will benefit the most with these priceless options. A **20" Monitor** acts as an additional catch piece by exhibiting exciting merchandise videos. The location can **run advertisements** too with this awesome addition!
- How about **Acrylic Risers** to best display the vivid collection of prizes? Stay a way from a lump of messy merchandise and create alluring sightlines for the player.
- Dollar Bill Acceptor and Security Bar are optional as well.



(Acrylic Riser Example with Sample Prize)

For more information, find us online 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.

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