



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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SEGA PROVES EXTREME HUNTING CAN BE AN INDOOR SPORT

EXTREME HUNTING MOST SUCCESSFUL RELEASE FOR A.W. HARDWARE SYSTEM

Elk Grove Village, IL May 31, 2005 – Sega Amusements USA, Inc. hits new sales record for A.W. hardware system with Extreme Hunting.

About Extreme Hunting

Extreme Hunting takes players to a North American hardwood forest where they hunt a variety of big game trophies including, Mule Deer, White Tail Deer, Elk, Black Bear, Moose, and Grizzly Bear. “Extreme Hunting has established itself as the best hunting game in the market,” stated Sega sales manager, Tom Keil. “Extreme Hunting’s broad appeal make it an ideal piece for just about every kind of location including FEC’s, LBE’s, sports bars, hotels, bowling centers, pizza restaurants, box stores, truck stops, and theatres.”

Extreme Hunting’s list of Extreme features includes:

- Multiple stages, animals, and weapons – some hidden.
- 6 Bonus stages and an elite stage.
- 2 player head to head action.
- 4 players can compete in “Party Play”.
- Available in 7 different configurations.

About A.W. Hardware System

Introduced in 2003, Sega has released 10 titles on their A.W. hardware system. “Over the past 2 years, we’ve succeeded in placing over 11,000 A.W. systems into the market,” said sales manager, Vince Moreno. “Every one of these is a potential new home for Extreme Hunting.” Previous titles released on the A.W. hardware system include:

- Maximum Speed
- Sports Shooting USA
- Ranger Mission
- Guilty Gear 1.5
- Dolphin Blue
- Demolish Fist
- King of Fighters NeoWave
- Rumble Fish
- Guilty Gear Isuka
- Faster Than Speed



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Extreme Hunting – Configurations

Extreme Hunting is available in 7 different configurations:

- 25" Dedicated A.W. Cabinet
- 25" Dedicated Generic Cabinet
- 33" Dedicated Cabinet
- Full Conversion Kit with guns
- Full Conversion Kit without guns
- A.W. Cartridge update with guns
- A.W. Cartridge update without guns

Extreme Hunting is assigned the AAMA Parental Advisory Rating of Yellow – Lifelike Violence Mild.



25" Extreme Hunting A.W. Cabinet

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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