



Sega Amusements USA, Inc.

**Press Release  
For Immediate Release**



## What Little Girl Doesn't Love Dancing and Dress-Up?

**Elk Grove Village, Ill. (September 21), 2006** – The days of video games made for boys only are over. Sega Amusements USA, Inc. has the perfect formula for females, elementary and up. It's called *Love and Berry - Dress Up and Dance™*. This cutesy, kiddie game is now available for arcades, laundromats, bowling centers, retail stores, pizza parlors, malls, whatever the imagination! *Love and Berry - Dress Up and Dance™* is the next biggest thing.

*Love and Berry – Dress Up and Dance™* is a colorful, coin-operated card-dispensing video game built around the concept of playing dress up and having dance competitions with your best friend.



The characters in the game, Love and Berry, are two totally popular, young girls who adore fashion, dancing and dress up. They are magical princesses that can change into a new wardrobe instantly. Love and Berry are best of friends, but fashion and dance rivals at the same time. They both love being the center of attention and always looking their best.

The game is simple and most of all cute, which should attract young girls from the ages 6 to 12 years old. Director of New Business, Daisuke Yoshida, states, "We are excited about the launch of *Love and Berry-Dress Up and Dance™* into the US market. This game has been a success in Japan and Sega believes that we can bring the same excitement over here. The US kids market is an important focus of ours."

Young fashionistas will thrive in the Love and Berry world. Each time they play the game, a new fashion magic card is dispensed. The first fashion collection includes 76 total cards: 18 Hair and Make-up, 36

Dress-up, 18 Footwear cards and 4 Special Item cards. Players must dress Love and Berry using fashion magic cards and try to match the outfit with the dance stage to earn more points.



Once dressed, Love and Berry are magically sent to dance in one of five stages: Street Court, Fashion Street, Seaside Stage, Idol Stage or Ball. Players must hit the single-button controller in synch to the rhythm of the tambourine beat to make their character groove the best.



*Love and Berry – Dress Up and Dance™* is a 1 or 2 player game, Green for all ages, and is appropriately sized for girls. The game also offers a choice in levels, including Super Easy,



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Recommended Easy and Super Hard, and modes, including Contest Practice, Dress-Up Research, and 2-Player Competition.

Little princesses can visit <http://loveandberry.com> to learn all about the characters, how to play the game and even download some totally hip wallpaper for their computer.

***See AMOA Booth #3201 for details on the Love and Berry program.***

**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](mailto:Bridget.Bell@sau.sega.com)

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