



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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AN INVASION OF BEETLES FROM JAPAN ABOUT TO LAND IN AMERICA

SEGA SET TO LAUNCH MUSHIKING - BATTLE OF THE BEETLES COLLECTOR CARD DISPENSING VIDEO GAME

Elk Grove Village, IL September 14, 2005 – Sega Amusements USA, Inc. announces testing has begun for MUSHIKING – Battle of the Beetles at select locations throughout the country.

About MUSHIKING – Battle of the Beetles - Phenomena

MUSHIKING is the hottest coin-operated game in Japan. There are over 13,500 units on location throughout Asia supported by literally hundreds of retail sale elements (i.e. board games, toys, apparel, coloring books, etc.). JAL (Japan Airlines) has actually repainted a Boeing 777 aircraft calling it the JAL Family Jet with the MUSHIKING logos and characters.



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MUSHIKING – Battle of the Beetles is currently being test marketed in strategic areas throughout the US.

About MUSHIKING – Battle of the Beetles - The Game

The game dispenses a MUSHIKING Collector Card at the start of every game. There are two kinds of cards, Beetle Cards and Skill Cards. The cards have bar codes on them that are read by the reader mounted to the control panel.

Players swipe a beetle card and as many as 3 skill cards then it's "off to the fairy forest" to compete against the computer or another player in a Beetle Battle Royal!

Game play rules are derived from the age old game of rock, paper, scissors. Players send their beetle off to battle by pushing the rock, paper, or scissors button then sit back and watch the action as the two beetles go at it!

MUSHIKING – Battle of the Beetles carries the AAMA Parental Advisory Rating of Green – Suitable for All Ages.

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MUSHIKING- Battle of the Beetles Collector Card Dispensing Video Game



MUSHIKING – Battle of the Beetles – The Collector Cards

The exotic beetles depicted in MUSHIKING are real beetles from around the world. MUSHIKING Collector Cards are released in series of 36 cards -18 beetle cards and 18 skill cards.

Beetle Card

Skill Card



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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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