



Sega Amusements USA, Inc.

**Press Release
For Immediate Release**



Let's Go Jungle™ Lost on the Island of Spice
A Thrilling Adventure Sensation for All Ages

Elk Grove Village, Ill. (October 16), 2006 – Sega Amusements USA, Inc. announces the winter release of *Let's Go Jungle™ Lost on the Island of Spice*, a coin-operated shooting game for all ages based in the eerie jungles of the orient. Be careful of what lurks in every hole, behind every tree and in every river...

Let's Go Jungle™ was recently unveiled at the AMOA trade show in Las Vegas, NV in September. Director of Sales and Marketing, Ron Malinowski states, "We teased our cliental at the show, and the game proved to be a phenomenal hit. Many of our customers told us it was the best game there. Needless to say, this is going to be a blockbuster."



Characters, Ben and Norah, have found themselves in this excursion-gone-a-wry within the heart-pounding *Let's Go Jungle™* theater cabinet. Monsters ranging from a towering praying mantis, mutant frogs and blood-sucking leeches attack these tourists en route through river rapids, cavern ruins, bluffs and more.



The game is part of the Lindbergh™ hardware system family, a high-spec circuit board delivering incredible animation movement and detail in every scene. Game play is designed to display a sense of speed and inundating attacks. However, *Let's Go Jungle™* is the perfect balance between a challenge and victory. The design and game features appeal to players of all skill levels.

The cabinet resembles an eccentric utility vehicle and houses a bench seat for two players, a 62" DLP monitor and 5.1ch surround sound. The environment creates an "in-scene", realistic experience for players. *Let's Go Jungle™* is also made private with curtain doors adding a sensational experience for all. But those waiting in line can witness game play through the vehicle's rear window.

The two gun-controllers, with endless ammunition, are easy to use. They are fixed to the cabinet and have a broad range of maneuverability as well as in-loaded motors providing reactionary recoil effects. Cross hairs on the



Sega Amusements USA, Inc.

screen indicate where the player should aim. Players must follow the targets to find the creatures' weak areas.

Let's Go Jungle™ can be played in single or 2-player modes. In team play, the duo must work together to defeat their opponents. Also, by using their Action buttons, they can save one another.

**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

###