



Sega Amusements USA, Inc.

## **Press Release**

**For Immediate Release**

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### **EXTREME HUNTING 2 – TOURNAMENT EDITION™ TAKES AIM AT THE STREETS**

***BIGGEST TOURNAMENT TO DATE KICKS OFF IN 21 “STREET” LOCATIONS  
SEPTEMBER 14<sup>TH</sup> THROUGH OCTOBER 12<sup>TH</sup>***

**Elk Grove Village, Ill. September 14, 2006** – SEGA Amusements USA, Inc. has announced the largest *Extreme Hunting 2 – Tournament Edition™* and ALL.Net tournament to date, this time taking aim at the streets.

The Deer and Bow Tournament will span 21 locations across 9 states, targeting various bars, restaurants, and other so-called “street” locations. To get a full list of participating locations, players should log on to [www.extremehunting.net](http://www.extremehunting.net). The tournament starts today, September 14<sup>th</sup>, and will run through October 12<sup>th</sup>. Participants will each compete by hunting deer with bow and arrow; the top single-game scorer will bring home the grand prize.

The Deer and Bow Tournament grand prize is a compact home HDTV, with the second place finisher receiving a foosball table, and the third ranking scorer winning a PlayStation® Portable Value Pack. The top 10 scorers will also take home an *Extreme Hunting 2 – Tournament Edition™* t-shirt and more from SEGA partner, Buckmasters Ltd.

*Extreme Hunting 2 – Tournament Edition™* has already enjoyed great success with the first two tournaments, which took place at 6 GameWorks locations nationwide. The Deer and Bow tournament is SEGA’s next step in bringing ALL.Net to the streets.

#### **About Extreme Hunting 2 – Tournament Edition™**

Sega’s *Extreme Hunting 2 – Tournament Edition™* is the newest installment of the former Sammy hunting franchise. This version extends the franchise’s already superior scene design, true-to-life animations, and widest variety of wild game. Sega has also added an online tournament component, ALL.Net, which allows players to compete with others across the nation, and join the *Extreme Hunting* database. *Extreme Hunting 2 – Tournament Edition™* had a fantastic unveiling at the 2006 ASI Show and is proving to be a much anticipated industry hit.

#### **About Sega Amusements U.S.A., 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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