



Sega Amusements USA, Inc.

PRESS RELEASE

FROM ONE CHAPTER TO THE NEXT!

Sega Completes the Sale of Extreme Hunting 1 and Adds New Dimensions to the Extreme Hunting 2: Tournament Edition 50" Deluxe Package



Elk Grove Village, IL June 26, 2006 – Sega Amusements USA, Inc. has completed the sale of all Extreme Hunting 1 machines, which made a November 2004 debut. The company has now turned the page to reveal a larger-than-life 50" Deluxe Cabinet for its new title, Extreme Hunting 2-Tournament Edition (EH2). All Deluxe machines will include a FREE Point of Purchase (POP) display. Sega has also upgraded its gun unit to a new 28" feedback shotgun available with the 50" and 29" Cabinets as well as Kits.

Sega currently exceeds 17,000 coin-operated hunting games in the market with its collection of Sammy hits. The company is proud to say that 4,000+ Extreme Hunting 1 games have contributed to that accolade. "We have recently completed the sale of Extreme Hunting 1 and it was a major success for the company," states National Sales Representative, Vince Moreno, "But we anticipate Extreme Hunting 2 to exceed any hunting game we have had in the past with its new animals, new 28" feedback shotgun along with our new ALL.Net online tournament option coming in the Fall."



Sega's new feedback gun model more closely resembles an actual shotgun weapon. Each trigger pull creates a shotgun sound from two small, high quality speakers located inside the plastic molding. The sound creates a vibration, which emulates the feel of a fired weapon.

Sega has also developed a hard-to miss, colorful marketing display for the 50" Deluxe cabinet. The POP stands tall like a true mounting wall, including trophy animals: Bison, Black Bear, Moose, Elk and Whitetail Deer. With this accessory, the game easily catches the eye of any player from across the floor.

Due to a positive response from customers, Sega has decided to include the POP display free of charge with purchase of the 50" Deluxe cabinet. Director of Sales, Ron Malinowski, states, "Our customers have been loyal to the Sega brand as well as our hunting franchise. The POP is a nice perk for us to say 'thank you for your business.'"

Test results with this attraction piece are short of shy as well. One dressed-up 50" Deluxe cabinet on test has reported a one-day income of \$270 at a dollar play.

The POP Display is made of a durable material and will come in 3 to 5 detachable pieces. The display stands 115.5 inches tall



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at its peak, and extends 14 inches on each outer side of the machine. Once customers purchase the ALL.Net package early this Fall, they will receive **two "Online Now" stickers** to be applied to the top board as seen in the cabinet picture. The cabinet itself holds the dimensions of 45.1" (W) x 91.5" (H) x 76" (D).

For more information on Extreme Hunting 2: Tournament Edition, log on to www.extremehunting.net, or call a Sega Representative.

About the Amusement Linkage Live Network (ALL.Net)

ALL.Net is an online tournament platform for Sega's coin-operated games, making its debut on Extreme Hunting 2 –Tournament Edition in the summer of 2006. A linked cabinet will benefit from such features as downloadable new software and advertisements, tournament functions, simple player registration, and online ranking displays by category. Plus, Sega's troubleshooting efforts will deliver turnkey functionality for the operator making online gaming trouble-free. Locations can also look to the future as ALL.Net is the only online platform with the capability to route in upcoming Sega titles.

About WWW.EXTREMEHUNTING.NET

WWW.EXTREMEHUNTING.NET is an informational website about Extreme Hunting 2 – Tournament Edition that provides game facts, stats, and tournament info to the operator and player alike. Within the walls of the site, one can find tournament locations, view FAQs and Tips on playing the game, and even watch a video demonstration. Players can also log-in to the User Menu and track his or her play statistics and tournament ranking.

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 revealing at the 2006 ASI Show and is proving to be a much anticipated industry hit.

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.

For Immediate Release

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