

Press Release

For Immediate Release

Contact: Bridget Bell

Day Phone: (847) 364-9787

Toll Free: (888) 877-2669

Email: Bridget.Bell@sau.sega.com

THIS WINTER, THE DEAD WILL RISE AGAIN...
YOU'VE BEEN 4-WARNED!



SCHEDULED FOR WINTER 2005 RELEASE

Elk Grove Village, IL September 23, 2005 - Sega Amusements USA, Inc. announces the release of the next chapter in their incredibly popular House of the Dead franchise, House of the Dead - 4.

Background

A European City has fallen under attack by an army of undead creatures created and led by an evil Genius, Goldman. Goldman believes the human race must be destroyed so that his vision of Earth's proper order can be achieved. Two AMS Agents, James Taylor and Kate Green, stand in his way (AMS - a paramilitary force formulated by free world governments to stop the spread of terrorism and other global threats).

Taylor and Goldman battled in 2000 in what became know as "The Goldman Incident". It was then that Goldman made his first attempt at human mutation and world domination. Taylor and his team were able to thwart Goldman's efforts wiping out his malevolent army. Goldman chose to take his own life rather than face capture... but his spirit survived and now, his army is back.

It's now up to Taylor and Green. They know if they fail, so does mankind.



About the House of the Dead Franchise

At the IAAPA show in 1997, Sega Amusements USA, Inc. unveiled the original House of the Dead, (HOTD) a new genre of first person shooting games. HOTD introduced in-depth story lines where brave heroes fought valiantly to save the lives of innocent civilians from an onslaught of demonic demons and evil geniuses bent on destroying the entire human race. HOTD changed the role of the player from doing nothing more than reacting to random video to one of actively participating in the course the game would take.

Since then, Sega has placed close to 20 thousand HOTD games into the world wide markets. Conservative estimates indicate these games generated in excess of \$500 million dollars in gross revenues making it one of the most popular and profitable video game franchises of the last 10 years.



About House of the Dead – 4 Game Features

HOTD – 4 introduces a great many new features while maintaining the overall feel of the HOTD franchise. These new features include:

- A new weapon. Your main weapon is a modified version of a sub-machine gun.
- New reload technique. A simple shake of your weapon gun delivers a new clip of rounds. With all those Zombies, you won't want to run out of bullets.
- Hand Grenade. Push the button on the side of your weapon and watch your character toss a fragmentation grenade at the enemy. You'll want to save them for when the crush of Zombies is too much to drive back with your sub-machine gun.
- Hand to hand combat. If a Zombie gets hold of you, shake your weapon and wiggle free. You'll momentarily stun the Zombie giving you a short window of time to reload and fire!
- Three Cabinet Configurations;
 - 62" HD Super Deluxe - This game has curb appeal. The 62" HD Monitor will draw in a crowd from across the room - heck, it's big enough to draw in a crowd from across the street.
 - 52" HD Deluxe - A bit smaller but still big enough to get lots of notice.
 - 29" HD Standard – Perfect for locations where bigger might be too much.
- Two violence and blood settings let operators go from mild to extreme gaining greater location and community acceptance.
- House of the Dead – 4 carries an AAMA rating of Red – Life Like Violence Strong

Lindbergh Hardware System

HOTD – 4 is the first release on Sega's new Lindbergh hardware system. Lindbergh delivers graphics and sound approaching motion picture quality. But the power of Lindbergh isn't just about good looks and a sexy voice. Lindbergh is capable of managing more information than any hardware system ever developed. This means more action on the screen and greater depth of play. In HOTD – 4 you'll see Lindbergh flex its muscle as wave after wave of blood thirsty Zombies descend upon you in numbers you've never experienced before.



Sega Amusements USA, Inc.

Tentative design of House of the Dead – 4, 62” HD Super Deluxe



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.

###

901 Cambridge Drive, Elk Grove Village, IL 60007
P (847) 364-9787 F (847) 364-9831 Toll-Free (888) 877-2669
website www.sau.sega.com