



Sega Amusements USA, Inc.



## Press Release

**For Immediate Release**

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## THE NEW BREED HAS ARRIVED

### **SOFTWARE UPDATES AVAILABLE NOW FOR DERBY OWNERS CLUB – WORLD EDITION!**

**Elk Grove Village, IL January 10, 2006** – Sega Amusements USA, Inc. announces the EX Software Update for Derby Owners Club – World Edition is available now for any Derby Owners Club machine.

**Contact your local distributor for more information!**

#### **DOC-EX Software Update Kit includes**

- 1 – Installation Manual
- 6 – ROM Boards (4-player); 8 (6-player); 10 (8-player)
- 1 – Marquee Sign announcing upgrade (artwork)
- 2 – Posters announcing upgrade (artwork)



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### **DOC-EX Software Update is a Proven Success**

Sega performed an impressive preliminary test with the new software upgrade at a select truck stop in the Midwest. The location witnessed a large jump in DOC revenue. The cashbox increased 73% from the week prior, totaling almost \$3500 in seven days. This location has found overall success of the game to be astounding as well with nearly \$260,000 of earnings from July to October.

### **The EX update provides a variety of added features including:**

- New Race Call from legendary Tampa Downs and Canterbury Park track announcer Richard Grunder.
- 30 New Sires and 30 New Dams.
- Tournament Software with a variety of tournament modes including:
  - Yearling – Only horses with 10 or fewer racers can enter.
  - 2 Year Olds – Only horses with 20 or fewer races can compete
  - Open Field – Enter any horse you want!
- On-screen previous race results where each individual player station posts the results of the past 6 races, perfect for tournament organizers.
- New Call to Post featuring several versions of the classic Trumpeter Call to Post, sure to catch the attention of patrons throughout your location.

### **About Derby Owners Club – World Edition**

In 2001, Sega introduced Derby Owners Club - World Edition (DOC) to the North American market. Since the games delivery, locations have noticed guests visiting more frequently, staying longer, and spending more per visit and DOC is the reason. Reports have concluded that DOC has increased the overall income by eye raising percentages with most locations seeing impressive increases in food and beverage sales as well

### **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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