



**Sega Amusements USA, Inc.**  
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## **Press Release**

### **For Immediate Release**

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## **SEGA UNVEILS NEW TEST TO BUY PROGRAM FOR COMPACT VERSION OF DERBY OWNERS CLUB**

### ***QUALIFIED LOCATIONS CAN TEST THE GAME BEFORE THEY BUY***

**Elk Grove Village, IL April 15, 2005** - Sega Amusements USA, Inc. (SAU) announces a test to buy program for the new, compact version of their popular horse racing simulator Derby Owners Club – Horse Shoe Edition.

“Derby Owners Club is unquestionably the best horse racing simulator ever developed” stated Sega’s marketing director, Peter Gustafson. “It’s been in the market for almost 4 years and has created a passionate player base exceeding one hundred thousand strong. We feel quite confident that with the new Horse Shoe configuration the game will enjoy even greater market penetration and increased player support”.

Derby Owners Club has established itself as one of the best video games of this generation. This was not an easy accomplishment for Sega, especially when considering the cost of the original 8 player was something just north of \$150 thousand dollars. With several games earning in excess of \$10 thousand dollars a week, it didn’t take long to demonstrate it was money well spent.

### **About the test to buy program**

Sega wants to do everything it can to make purchasing Derby Owners Club as easy as possible. That’s why they’ve introduced their new “Test to Buy Program” for the new Horse Shoe Edition. If your location qualifies, Sega will let you test the game for up to 6 weeks prior to purchase provided your location meets the right criteria. This allows location owners to see for themselves the tremendously positive impact Derby Owners Club can have in their locations prior to purchasing the unit. “Location owners quickly discover DOC is much more than just a normal video game,” said Sega sales manager, Ron Malinowski. “It adds significant incremental income to the location by increasing your guest’s length of stay, frequency of visit, and per visit spending. Additionally, location owners are enjoying increased food and beverage sales as a direct result of the games presence.”

For more information, contact your authorized Sega Distributor or call us toll free at (888) 877-2669.

### **About Derby Owners Club – Horse Shoe Edition**

Derby Owners Club – Horse Shoe Edition combines all the game-play features that made the original game such a hit into a compact, 4-player configuration allowing much greater location penetration and accessibility. Game features include:

- A cabinet that breaks down into components small enough to fit through a 32” door.
- Integrated mounting positions at each player position for a dollar bill validator with 500 bill stacker, (Mars AE-2631-D5E).
- 60” High Definition DLP main display monitor. Because it’s a DLP, there is no screen burn - a common problem with HD projection screen monitors that is extremely expensive to correct.



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- LED lighting. Every light is an LED, not an incandescent bulb. You'll enjoy thousands of hours of life from these bulbs as there are no filaments that can break.
- A durable cabinet frame constructed entirely of steel and plywood.

The foot print for Derby Owners Club – Horse Shoe Edition is:

Minimum        11'W x 8'D x 7'H  
Optimal         13'W x 10'D x 7'H

Derby Owners Club-Horse Shoe Edition carries an AAMA video game rating of Green, Suitable for All Ages.

**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 range from single-player upright video games to multi-player attendant operated simulators.

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