



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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WWW.EXTREMEHUNTING.NET

Sega Launches the Official Website of Extreme Hunting 2 - Tournament Edition!

Elk Grove Village, IL February 6, 2006 – Sega Amusements USA, Inc. (SAU) announces the launch of www.extremehunting.net, the source for all the info on Sega's Extreme Hunting 2 - Tournament Edition, releasing in early Summer.

About Extreme Hunting 2 - Tournament Edition

Extreme Hunting 2 - Tournament Edition is hitting the worlds of indoor hunting and coin-op with a bang. Enthusiasts of Extreme Hunting will not know what hit them when this extraordinary advancement releases this summer. Extreme Hunting 2 - Tournament Edition is the newest installment of the franchise already known for its superior scene design, true-to-life animations, and the widest variety of wild game than any of its kind. By way of Sega's ALL.Net, our online tournament platform, players can now compete with others across the nation, and join our Extreme Hunting database to enter into tournaments and track play history as well as rankings. Extreme Hunting 2 - Tournament Edition is the first U.S. title featured on ALL.Net, and is certainly not its last.

Sega holds the most successful line of coin-operated hunting games with approximately 17,000 units in the market, with roots dating back to Deer Hunter USA. The recent launch of Extreme Hunting 2 - Tournament Edition will spark yet another milestone for the company. The Tournament Edition marks the 7th pillar of the franchise that has been selling, and well at that, for 8 years and running. Not only will new and more attractive cabinets be sold, but EHTE will also be sold as a kit to those awaiting Sega's greatest hunting game yet.

Vice President Takeshi Inoue is leading the United States' ALL.Net effort for Sega Amusements USA. Inoue sees the project as a fruitful opportunity for Sega. "We are excited about this new product venture, which has the capability to link players



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nationwide. I am hopeful that we can establish a Sega ALL.Net community amongst our players, starting with Extreme Hunting 2 - Tournament Edition and titles to be released in the future.”

What is www.extremehunting.net?

With this dynamic website, the industry can learn all the wonderful qualities of Extreme Hunting 2 - Tournament Edition prior to its debut at ASI. The website is geared towards both the player and the operator, and includes information on game play, tournaments, FAQs, tips, and even a video demo coming soon. While the website unlocks the wonderful qualities of the game, there is nothing like seeing Extreme Hunting 2 first hand and having a shot at new hunts, while enjoying the beautifully designed graphics on the screen.



New & Extremely Fascinating Features

- Online Tournament Play via Sega’s ALL.Net configuration, in addition to Single Play, Head to Head or Alternate Play.
- The largest variety of wild game including the all new Bison, Wolf, Bass and Bat hunts along with Black Bear, Moose, Elk, Whitetail Deer, Goose, Squirrel and Special Hunts like Shark and Alligator.
- More weapons! Now strategize with a choice of Rifle, Shotgun, Bow and Arrow, plus hidden weapons that can be unlocked at high mileage points.
- A New Gun Unit with Realistic Force Feedback.
- More scenes and sequences, more scenarios, and more natural conditions...for instance Dusk, Dawn, Rain, and Snow!
- Available as a kit, 29” Upright Cabinet, or 50” Deluxe cabinet – ask your Sega Sales Rep for more information.



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Benefits to ALL.Net, the Amusement Linkage Live Network

- Downloadable new game features, advertisements and software upgrades.
- A future lies with ALL.Net as it is the only platform in existence with the ability to add additional unique titles outside the Extreme Hunting chain.
- Easy Player Registration into the ALL.Net Database.
- Player ranking system by category available to view at the unit or on the web, including skill level, accuracy, weapon level, best score and weight, and mileage.
- Sega's troubleshooting efforts equate to turnkey functionality for the operator and ease in downloading new upgrades.
- Informational website, www.extremehunting.net, with log-in interaction allowing the player to track his or her play statistics.



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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