

Press Release

For Immediate Release

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WEEKLY EARNINGS EXCEEDING \$2,600!



AND 29" CABINET NOW AVAILABLE!!

Elk Grove Village, IL January 16, 2006 - Sega Amusements USA, Inc. announces the much-anticipated success of House of the Dead – 4, the first title on the Lindbergh Hardware System. HOTD-4 hit the market late December and has earned attractive numbers ever since. With results proven powerful, Sega also announces the availability of the 29" up-right, stand-alone cabinet suitable for any sized location, and guaranteed to bring in monstrous results.

7-DAY EARNINGS REPORT and TESTIMONIAL

“The enormous screens and graphics are amazing and everyone that walks by it stops and wants to play! Awesome to have this game, thank you to everyone who made it possible!”

-Top Management from FEC location in Las Vegas about 62" HD Super Deluxe

West Coast FEC 62"	Midwest FEC 62"	East Coast FEC 62"	Southwest FEC 62"	East Coast LBE 62"	Arcade 29" Standard
\$2,647	\$2,178	\$1,427	\$1,422	\$1,195	\$624

*First week of January

HOTD -4 CABINET INFORMATION

House of the Dead – 4 comes in three Cabinet Configurations to satisfy any gaming atmosphere:

- **NOW AVAILABLE the 29" Standard** – Perfect for locations where bigger might be too much.
- **62" HD Super Deluxe** - This game has curb appeal. The 62" HD Monitor will draw in a crowd from across the room.
- **52" HD Deluxe** - A smaller model of the 62", but still big enough to get lots of notice.



29" Standard Cabinet

Actual Dimensions:

77" height, 55" depth, 41.5" width



62" HD Super Deluxe Cabinet

Actual Dimensions:

94" height, 76" depth, 60" width

***52" HD Deluxe Cabinet not shown*

Actual Dimensions: 89" h, 76" d, 60" w

HOTD – 4 NEW FEATURES

HOTD – 4 introduces many interactive new features, while maintaining the haunting aura of the franchise. These new features include:

- A newly modified version of a sub-machine gun.
- New reload technique. A simple shake of your gun delivers a new clip of rounds.
- Hand Grenade. Push the button on the side of your weapon and watch your character toss a fragmentation grenade at the enemy.
- Hand to hand combat. If a Zombie gets hold of you, shake your weapon and wiggle free. This stuns the Zombie giving you a short window to reload and fire!
- The first title on Sega's Lindbergh Hardware system, equaling more data storage, high-definition graphics, and crisper sound than ever before.
- 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



CONTACT YOUR LOCAL DISTRIBUTOR FOR MORE INFORMATION...IF YOU DARE!!!

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.

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 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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