



DEAD ANGLE™

7 Scorching Rounds of Gangster Pounding Action!

They took his dame...
now he's out for revenge...
with a tommy gun and
an icy cold gutful of resolve!



SEE the sniveling
crimelord families
get theirs!

**ACTION...
THRILLS...
CHILLS...
and a reset button!**



The Sega Tribune



1989 SUMMER C.E.S. CATALOG



AMERICA'S MOST WANTED GAMES!

MOST WANTED HITS YOUR TOWN!

It's the biggest news ever to be on the lookout. America's Most Wanted have been spotted in your town! A Centurion with the power to transform into a werewolf. A young man seeking to remove a dragon's curse. A football legend named "sweetness." A little guy with big ears... and big adventures. A western Sheriff facing off

course! They're just part of a game list that's over seventy titles long... and growing!

And who wants these exciting games? Millions of players from coast to coast who recognize Sega as the best gaming system. When it comes to arcade quality action and graphics, sophisticated game play and downright fun, kids know even before they sit down to play that Sega is the only one that has it all.

And this year we have more than ever before. Sega is rolling out hot, new game titles available exclusively on the Sega System. America's Most Wanted are here. It's time you took a look to see what you've been missing.



WE SHOOT FOR EXCELLENCE

Sega knows what it takes to make a good game. We've been doing it for over twenty years in arcades worldwide. Titles like Scramble Spirit™, After Burner™, Out Run™, Shinobi™ and many, many more. Enough to earn Sega an outstanding reputation as the Arcade Master.

Sega home games and systems have earned the same mark of excellence. That's because we've taken our hottest exclusive arcade titles and brought them home with the superior quality, action and excitement game players expect from a leader. To this we've added a fun, diverse library of innovative Sega games to appeal to the tastes of America's video gamers.

Our arcade muscle has been used to

create the best systems in the market to play them on. All Sega Systems feature a powerful microprocessor to play the highest memory capacity games on the market... games with unsurpassed graphics, brilliant colors, phenomenal sound and multi-directional scrolling. Power Bases even come with hot Sega arcade and action hits built right in.

The best games and the best system. The combination equals excellence. In the eyes of gamers, that equals fun.



A HIT LIST OF GAMES

This year Sega has more to offer than ever before.

Each Sega software category is called out on the game package with brightly colored banners for easy selection. To this we are constantly adding hot, new arcade and license titles such as Dead Angle™, Scramble Spirit™, Ultima IV™ and Walter Payton™ Football.

The result is an up-to-date, exclusive software line that remains exciting and diverse for maximum appeal to gamers of all ages.

ON TARGET MEDIA AND SUPPORT

This fall Sega will roll out three new commercials in a high visibility TV support of our new game titles. And the Sega bimonthly gaming newsletter is getting even better with the addition of the new Sega Genesis system. From a current circulation of more than 200,000, the magazine is expected to reach over 500,000 heavy Sega users by year's end. The expanded newsletter will feature new game and product reviews, advanced playing tips and high reader input.

Get America's Most Wanted Games

Our dedication to fun, excellence and innovation has brought us to new heights of success. And this is only the beginning. America's Most Wanted are heading your way. With \$180 million in sales under our belts from 1988, we're ready to say... "Play it again, Sam."



MARKETING SUPPORT CALENDAR

	July	August	September	October	November	December
TV						
Software Support						
■ All/Alex Kidd™, High-Tech World/Altered Beast™			█			
■ Wonder Boy III™/SpellCaster™/Walter Payton™ Football				█		
■ Dead Angle™/Dynamite Dux™/Cloud Master™						█
NEWSLETTER	█		█		█	

NATIONAL SPOT MARKETS & CABLE

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These exciting games are the best of the best. They're the ones that gamers recognize from coast to coast. When it comes to arcade quality action and graphics, sophisticated game play and downright fun, kids know even before they sit down to play that Sega is the only one that has it all.

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SEGA: AMERICA'S MOST WANTED GAMES!


ARCADE




7032 Golden Axe™
New upcoming arcade adventures from Sega. You are a barbarian with a magical golden axe. A quest beyond compare is yours for the taking... if you can survive the challenge of an evil, mythical beast!




7030 Dead Angle™
You're a government man with a mission: take on the world's meanest criminals in cities coast to coast! You're armed with a machine gun for fast, exciting action straight from the arcade!




7029 Dynamite Dux™
It's new beak-blasting, feathered-fighting action from Sega. One or two players must rescue the beautiful girl duck from the clutches of weird, wild creatures. It's crazy, zany and wild!




7027 Cloud Master™
You're Mike Chen, an aspiring master of the clouds. Join him in a seven round mission to learn the magical powers that will make him Chuka Taisen, Cloud Master. Fantastic graphics and gameplay!



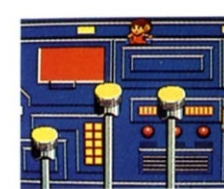
5117 Captain Silver™
You've beaten the Meka Dragon but the captain is dead... and his ghost is guarding the loot from all who try to take it! Are you brave enough to beat his ghostly outlaws?




7026 Wonder Boy III: The Dragon's Trap™
You've beaten the Meka Dragon but you have been cursed by his ghost. Now you've changed into a little dragon! Only the Salamander Cross can turn you back into a man. It's an all-new, constantly changing adventure!



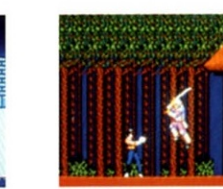
9501 Ultima™ IV
The famous computer game! Do you have the courage and spirit to become an Avatar? This quest will prove your worthiness. It's a magical quest above and below ground with towns, villages and wild dungeons! Has battery backup so up to five games can be saved.



5116 Alex Kidd™: High Tech World
Help the Kidd get to the High Tech World video arcade! All you have to do is find 8 pieces of a map, then battle your way through Ninjas and border guards. Sound easy? It's a challenge that will give you hours of fun!



7501 Y's™: The Vanished Omens
You are Aron, the wandering swordsman. Only you can save the land of Y's by finding the six magical books and freeing the Goddesses from a millennium of slumber. Has battery backup up to save up to five games.



9003 SpellCaster™
New adventure role play from Sega. Your land is under attack from mysterious forces. To defeat them you'll have to discover their secret. It's an adventure that will take you from the ancient past to the distant future. Has Password feature so games can be saved.

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SPORTS



5114 World Games™
It's an international sports challenge. Bull riding, barrel skate jumping, log rolling and caber toss await you in a contest that will take you around the world. Up to six can play.



7028 Tennis Ace™
Play against the computer or a friend in this challenging new tennis game. Practice, play exhibition matches or a grand slam tournament in singles or doubles. Tennis Ace even has a PASSWORD so you can save your standings in tournaments!



5118 Wanted™
You're Sheriff of the western territories. The outlaws have taken over your towns with one goal in mind... sending you to Boot Hill! Strap on your Light Phaser and walk the town in a sunset battle of guts and gunsmoke! Seven rounds of action from Sega!




7015 Rambo III™
He's back... and he's mad! The bad guys are holding the General hostage. Rambo's the only one who can get him back! It's shoot 'em up action at its best!

SHOOTING



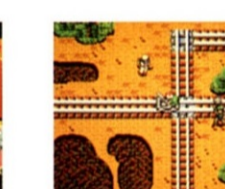
7018 Reggie Jackson™ Baseball
It bears the name of a pro... and a challenge worthy of the name! You play star in the batters' point of view! This could be the most heroic, true to the rules baseball game there is!



7020 Walter Payton™ Football
Take it to the gridiron in the most realistic football game ever to come from Sega. Pick your teams and call the shots. You can hear the crunch of the pads! One or two can play. Has password so you can save your tournament progress.



6003 Marksman/Trap Shooting™
First you complete in an FBI style target match. Then, use your split second reflexes for a few rounds of trap shooting. A true challenge and test of skills.



5106 Rescue Mission™
Your troops are trapped behind enemy lines. A rescue mission is going after them... and you're going to provide covering fire. Blast the enemy while the medics treat the wounded. But watch out for the special forces attack teams!

Sega Light Phaser
Required
for These Games

PERIPHERALS

3020 SEGA CONTROL PAD™

The basic 8-direction controller, now available as a low cost replacement item.



3050 SEGA LIGHT PHASER™

Sleek, high-tech light phaser with buckhol sights for easy aiming and a smooth trigger so all your shots can be on target!



3060 SEGA CONTROL STICK™

Large, sleek peripheral with a big T-grip handle and easy to reach firing buttons for more precise gaming control.



3005 SEGA BASE SYSTEM™

The most expandable Sega Video Game System. Comes with Power Base and two Control Pads. Has the game Hang On™ built into the Power Base.



FAMILY GAMES



7021 Casino Games™
Take on Lady Luck in Sega's newest test of skill. Try Blackjack, Poker, Baccarat, slot machines or... Pinball! Best of all, you can lose several fortunes a day and still be a winner!



5110 Shanghai™
Centuries of oriental strategy rolled into a modern, fun-filled game of skill. Remove the tiles from the pile 2 at a time. Clear them all and you'll get a treat. But make the wrong move and... game over! Has challenge and tournament play.



5500 MONOPOLY™
All the fun of the world's most famous board game in video game format. Play with up to 10 human or computer players. Has battery memory so games can be saved. Exciting family fun!



5103 Parlor Games™
It's 3 games in 1. Up to 4 can play billiards, start or challenge Lady Luck in world bingo. Fantastic action for hours of fun!


The Sega Video Game System

The video game system for today's gamers who demand the best. Sega video game systems have high-powered microprocessors which allow higher quality, high resolution graphics, more colors, better sound and... more fun!

PARKER BROTHERS®

3000 MASTER SYSTEM™

The system that sets the standard for video game play. Comes complete with 2 Control Pads, the Sega Light Phaser, connecting hardware and Power Base with the Sega Hit Games Hang On™ and Safari Hunt™ built in!






44350 Where in the World is Carmen Sandiego?
From the famous computer game! You are a detective who must track down the elusive global criminal, Carmen Sandiego. It's a thrilling chase from country to country... with great dialogue and a couple of nasty surprises!




44360 King's Quest™
New adventure role-play! Take a long and dangerous quest to become king. Discover magical weapons and items, battle fierce monsters! Survive and thrive! The most rewarding quests are also the most difficult!



44370 Montezuma's Revenge™
Search for Montezuma's treasure in the famed Mayan pyramids of Mexico. It's an underground quest that will pit you against the evil priest and his minions. Survive the twisting mazes and you'll win treasure beyond your wildest dreams!

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