

May, 2000

Welcome!

Welcome to the inaugural issue of the **Sega Dreamcast Advisor**! We at Sega of America have created the **Advisor** to ensure that you, the retail store manager, have the latest and most important information about Sega and Dreamcast direct from the source.



Each month the **Advisor** will arrive with a copy of *Games Business*. Inside, you'll find accurate information on all the first- and third-party games to be released in the next four to six weeks, as well as the latest news about Sega's plans to make Dreamcast — the fastest selling console in history — the best-selling game machine ever.

We hope that having this information at your fingertips will enable you and your sales staff to build a deeper relationship with your customers, and help drive increased sales for your store.

This month we're featuring a great lineup of third party titles in the **Advisor**. And, of course, who can forget that May is the month of E3? It's going to be a great show for Sega. We've got a fantastic games lineup from our development studios and third party partners, and we're expecting a very strong response from show attendees — maybe we'll see you there!

Thanks again for your support of Sega and Dreamcast, and we hope you'll find the **Sega Dreamcast Advisor** a helpful sales tool. If there's any way we can make the **Advisor** more valuable for you and your staff, please don't hesitate to send us an email at dcadvisor@sega.com.

Peter Moore
Senior VP of Marketing, Sega of America

Free Sega Dreamcast? Tell us how!

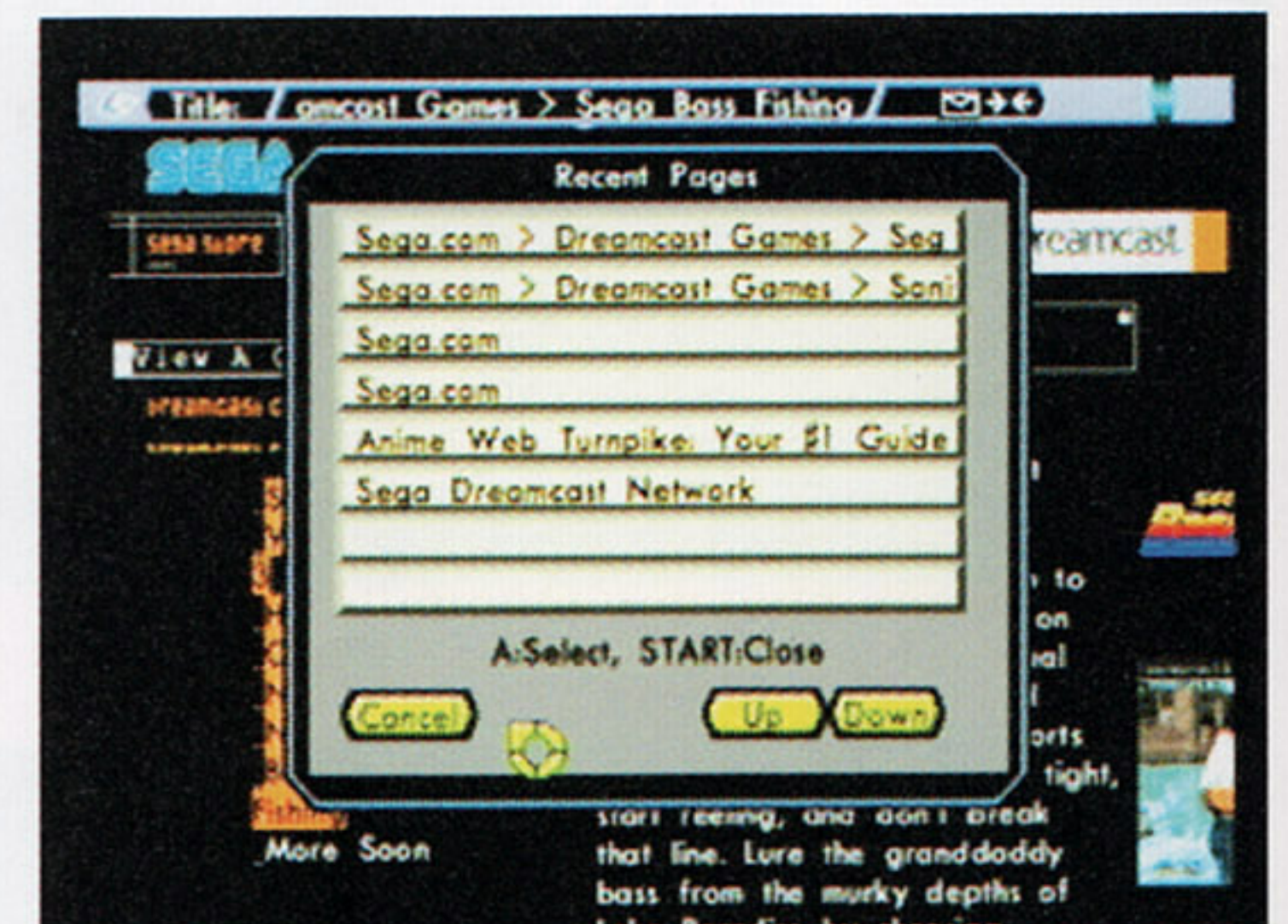
On April 4, 2000, Sega of America made an announcement that changes the way game consoles are sold. Henceforth, players will be able to receive a 100% rebate after buying a Sega Dreamcast. Best of all, the rebate is retroactive — it doesn't matter when the Dreamcast was bought, gamers still get a \$200 rebate.

How? Simply sign up with SegaNet, the new ISP being offered by Sega.com, Sega's new Internet company. Best of all, SegaNet

is designed so that gamers will get an fast and consistent connection to Sega.com's game servers. This direct link helps to reduce, and in many cases eliminate, the "lag" that can make playing online games over standard ISPs a frustrating experience for gamers. PC users can take advantage of the speed advantage of SegaNet, too — and by signing up, they can get a free Dreamcast and a keyboard, so they can play console games online.

Gamers who sign up with SegaNet use the 56K modem that comes free with every Dreamcast sold, and a broadband option — using a cable modem or a DSL connection — is on the way this fall. Sega.com will send new SegaNet subscribers, too — for writing emails, reviews, and other stuff.

And, of course, this program is designed to
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The Dreamcast web browser is designed for TV resolutions



4-Wheel Thunder

Publisher: Midway

Developer: Kalisto

Short take: The masters of racing mayhem behind *San Francisco Rush* and *Hydro Thunder* strike again with an off-road racer that should appeal to rally racing fans and fans of Midway's distinct arcade style.



ESPN NBA 2Night

Publisher: Konami

Developer: Konami

Short take: Konami's already well known and respected for its *In The Zone* series of basketball games, and the addition of the ESPN license to the franchise should add a whole new level of mass-market interest.



Omikron: The Nomad Soul

Publisher: Eidos

Developer: Quantic Dream

Short take: This surrealist adventure game features the face (and music) of David Bowie. A port from the PC, this will appeal to anyone looking for a deep, deep game for Dreamcast.

Dreamcast sales chart, February to March 2000

Top 10 Dreamcast sellers:

- 1) Crazy Taxi, Sega
- 2) Carrier, Jaleco
- 3) NHL 2K, Sega
- 4) NBA 2K, Sega
- 5) NFL 2K, Sega

- 6) Legacy of Kain: Soul Reaver, Eidos
- 7) ECW Hardcore Revolution, Acclaim
- 8) Sonic Adventure, Sega
- 9) Chu Chu Rocket, Sega
- 10) Zombie Revenge, Sega

are releases for May 2000



Gauntlet Legends

Publisher: Midway

Developer: Midway

Short take: The other offering from Midway in May, *Gauntlet Legends* is an update of the hit arcade sequel to the original classic. Serious fun for run-and-gun action fans, *Gauntlet* looks and plays great.



Fur Fighters

Publisher: Acclaim

Developer: Bizarre Creations

Short take: The next game for *MDK* or *Turok* fans, *Fur Fighters* lives up to its creator's name: this incredibly cutesy 3D shooter is very bizarre. It's also a blast to play, especially in multiplayer mode.



Striker Pro 2000

Publisher: Infogrames

Developer: Rage Software

Short take: Goooal!!! Fans of worldwide club soccer action should rejoice, as Dreamcast gets its first serious soccer sim. With dozens of stadiums and realistic player motions, *Striker Pro* delivers.

Also shipping in May

Monster Breeder

Publisher: UFO Interactive

Developer: NEC Interchannel

Short take: Breed, evolve, and fight 3D monsters in this translation of the Japanese hit from NEC.

Tony Hawk's Pro Skater

Publisher: Crave

Developer: Treyarch / Neversoft

Short take: The smash hit comes to Dreamcast with more polys and higher resolution textures. Awesome!

Free Sega Dreamcast? Tell us how!

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be totally painless for retailers. You can continue selling Dreamcasts as you always have — but with a great new sales pitch! — and Sega handles the rebate. In conjunction with the rebate announcement, Sega also announced the first multiplayer



Phantasy Star Online is going to be a fantastic experience

games for Dreamcast that work over the Internet, including *Quake III: Arena* from id Software, and the heavily anticipated online-only RPG from Sonic Team, *Phantasy Star Online*. It's not Sega without sports, so of course gamers will

be able to play Sega and Visual Concepts' next generation of sports simulations — NFL 2K1 and NBA 2K1 — online, too.

Naturally, we expect your customers to have lots of questions about the specifics of the rebate, so here are some answers to the questions we're being asked most frequently.

A free Dreamcast? That sounds great, but what's the catch?

There's no catch. Simply sign up for SegaNet, and Sega.com will send you a check for the purchase price of your Dreamcast, and a free keyboard.

How much does SegaNet cost?

SegaNet costs \$21.95 a month, which is competitive with the cost of most ISPs, including AOL.com, Earthlink, and MSN. You pay per month, not in one lump sum.

What's the advantage of SegaNet?

Sega.com, along with its partner Genuity, promises that SegaNet will make the experience of playing

games online, either on Dreamcast or PC, smoother and better, thanks to a group of new technologies. SegaNet is being built from the ground up with game playing in mind, and will not suffer from the type of latency and lag that affects conventional ISPs. SegaNet will of course support full email and web browsing.

How long do I have to commit?

To get the \$200 Dreamcast rebate, you need to subscribe to SegaNet for two years (at \$21.95 a month).

Who's eligible?

Anyone who lives in the United States and Canada.

What if I already own a Dreamcast?

If you sign up for SegaNet, Sega.com will send you a check for \$200 and a keyboard, effectively refunding your purchase price.

What if I only own a PC?

After you subscribe to SegaNet, you can choose to receive either a \$200 rebate or a Dreamcast.

What if I already have an ISP?

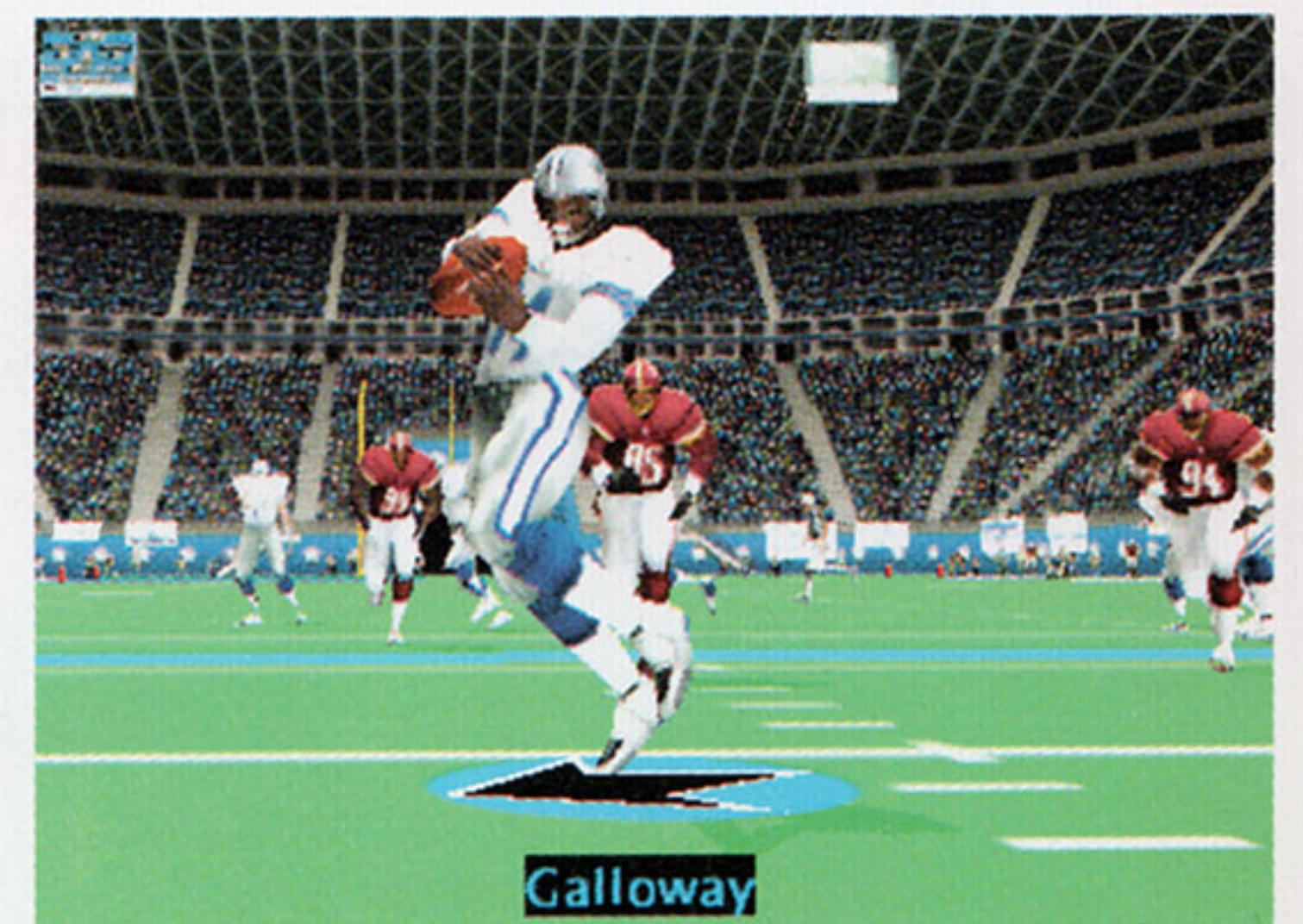
You can continue to use your own ISP with your Dreamcast, and you'll be able to play online games with all other Dreamcast owners. You just won't get the \$200 unless you sign up with SegaNet, and you'll probably get your butt kicked by SegaNet players.

Sounds great. Where do I sign up?

You can sign up for the service either online at www.sega.com, or at your local retailer.



Online sports won't get much better than NFL 2K1



Playing football online will be a reality in NFL 2K1