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HEAT.NET Survey: Speed Rules

*One in three HEAT members will have broadband access within 12 months,
years ahead of mainstream online population*

SAN FRANCISCO (March 17, 1999) – HEAT.NET players are speed demons. A recent survey of members of the fast, free online gaming service indicates that 20 percent now access the Internet via a high-speed connection, while another 16 percent plan to obtain a “fat pipe” (cable modem, DSL or ISDN) connection within the next 12 months.

Classic early adopters, HEAT.NET players have embraced broadband technologies much sooner and in greater numbers than the mainstream U.S. online population. Industry analysts predict that one in four online homes will have broadband access in 2002.¹

“Our members are certified pedal-to-the-metal speed freaks looking for the best multi-player game experience,” said Rich Pearson, HEAT.NET director of marketing. “Players come to HEAT.NET for fast, free online gaming and its vibrant community. HEAT.NET is the place to meet and play your favorite games online.”

Along with speed, the HEAT.NET member survey indicated that online play is an increasingly important factor in retail purchases of software. Half of all respondents said they have purchased a shrink-wrapped game at a store specifically to play it online.

¹ Forrester Research

Total membership in HEAT.NET has doubled to over one million in the past three months, with the most vigorous growth occurring in the broadband category where the service enjoys an early strategic lead. HEAT.NET is the exclusive provider of online games for the two leading broadband services – @Home Network, the nation's leader in high-speed Internet services via the cable infrastructure, and Road Runner, a joint venture between Time Warner, MediaOne, Microsoft, Compaq and Advance Newhouse. The two services collectively have a potential reach of more than 80 percent of the US Internet cable market.

HEAT.NET attributes much of its recent broadband growth to its current cable advertising campaign that features footage of HEAT-exclusive games being played across a high-speed network.

For more on this release, HEAT.NET or SegaSoft Networks, Inc., please visit <http://www.segasoft.com/news/pressrel.html>.

ABOUT HEAT.NET

HEAT.NET (www.heat.net) is the free online multi-player gaming service with the largest selection of games. HEAT.NET combines the best selection of multi-player PC games (over 100 are featured) with a thriving community of online gamers (1,050,000) and offers hundreds of competitive online gaming events and unique competitive features including the only rewards system for online gamers (frequent player points known as Degrees). While gameplay is free for all members, Premium membership allows players to redeem their frequent player points for prizes and make purchases in the HEAT.NET store. Premium members can also wager their points against one another in games of skill. HEAT.NET is the exclusive games provider for the @Home Network and the premiere games provider for Road Runner cable modem customers. HEAT.NET also operates the HEAT Collegiate Internet Gaming League (www.heatcigl.net)

which features representatives from hundreds of colleges and universities in North America.