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HEAT.NET Makes Exclusive Deal with g.o.d.

Gathering of Developers Brings its Upcoming Hot Product Line-up to the
1.5 Million 'Gathering of Gamers' on HEAT.NET

LOS ANGELES (May 13, 1999) – HEAT.NET today announced an exclusive agreement with the Gathering of Developers (g.o.d.), a premiere consortium of independent computer game makers, to bring eight of their hottest products to HEAT.NET, the world's largest online core gaming community.

This exclusive network agreement with one of the biggest and most talented group of game developers, bolsters HEAT.NET's already impressive portfolio of multiplayer titles. The deal includes eight of the most highly anticipated upcoming products including: Fly!, Darkstone, Nocturne, KISS: Psycho Circus, Rune, Max Payne, Grand Theft Auto 2 and Heavy Metal F.A.K.K.2.

"This exclusive relationship with the Gathering of Developers is a huge win for both companies and HEAT.NET members," said Sarah Anderson, vice president and general manager of HEAT.NET. "Working with some of the best game developers in the business, the quality of g.o.d. games should all but guarantee some awesome online multiplayer gaming for HEAT.NET members."

The line-up of action and strategy gaming extravaganzas will be made available to the largest community of core, online gamers gathered in any one place on the Net. HEAT.NET boasts fast, free online gaming to 1.5 million dedicated gamers who average 103 minutes of play during each session. HEAT.NET members prove their dedication every day by making HEAT one of the stickiest web sites on the Net. According to @PCData, HEAT.NET was the leading gaming site and the seventh

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"stickiest" web site overall for males on the web in April, with an average of more than two hours per

user spent on the site, and the fourth stickiest per page rating of 6.6 minutes.

"HEAT is clearly the place to be for online gamers and the exact audience we were seeking for

our products," said Jim Bloom, vice president of marketing and creative services of Gathering of

Developers. "With HEAT's ever-growing community and outstanding marketing support, we have the

utmost confidence in bringing our premiere products exclusively to their network."

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 (1.5 million) 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.

About SegaSoft Networks, Inc.
SegaSoft Networks, Inc. (SNI) develops and operates online gaming services and technology,
including its flagship network HEAT.NET. Located in San Francisco, SNI is a privately held company
whose shareholders include CSK and Sega Enterprises. For more information about SNI please visit
www.segasoft.com.

About Gathering of Developers (g.o.d.), Inc.
Gathering of Developers, a Texas-based computer and video game publishing company, was founded
in January, 1998 in response to the industry's need for a publisher who understands and respects
independent game developers. Fueled by their past publishing experiences and frustrations, several
experienced hit-making development companies bound together to form The Gathering, a relationship-
based publisher that treats developers as professional entertainment artists.

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