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HEAT.NET Signs One-Millionth Member, Broadband Partnerships Fuel Growth of Online Gaming Service

SAN JOSE, Calif./Game Developers Conference – (March 16, 1999) – Fueled by strategic partnerships with two leading broadband carriers, HEAT.NET, the fast, free online gaming service with the greatest selection of games, has roared into 1999, nearly doubling its total membership over the past three months. Today at the Game Developers Conference, HEAT.NET announced its one-millionth member, making it one of the top three overall players in the online gaming arena, and the top service focusing on core PC game players.

HEAT.NET rocketed into 1999 after a year of exponential growth including the addition of seven exclusive new titles to its library of more than 100 games. HEAT.NET grabbed an early strategic lead in the emerging broadband category by signing exclusive agreements with the @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.

HEAT.NET's presence on these two high-speed networks, which collectively reach more than 80 percent of the US Internet cable market, is driving growth in its broadband community at a rate that is four times faster than growth seen in its regular membership. HEAT.NET attributes much of this accelerated growth to its cable television advertising campaign which features footage of exclusive PC titles played across a high-speed network. A recent survey of HEAT.NET members revealed that

more than one-third now have or plan to obtain a high-speed connection within the next year.

“Our @Home and Road Runner game servers are jumping with activity “ said Rich Pearson, director of marketing for HEAT.NET. “The response to our TV ads has been great, but the biggest growth is yet to come as @Home and Road Runner expand into more markets.”

Broadband connections deliver gaming services at speeds up to 100 times faster than conventional Internet connections, enhancing online gameplay by reducing latency, the delay between a player’s physical action and the corresponding on-screen action.

HEAT Member One Million

Yesterday, HEAT.NET awarded the Millionth Member Prize Package to Jason, a 16-year old from Columbus, Ohio. Jason, “WarBladeDT” on HEAT.NET, had no idea he’d won when HEAT.NET representatives tried to award his package. An extra 20,000 Degrees instantly added to his account caught his attention enough to stop chatting in the Quake 2 lobby and call a HEAT.NET representative.

WarBladeDT, a Road Runner customer, won 150,000 Degrees, HEAT frequent player points redeemable for games and related merchandise in the HEAT.NET store. (A player might buy a 3-D accelerator card or four or five games with 150,000 Degrees.) He also will receive one year of free Road Runner service; free copies of any five of the more than 100 games currently playable on HEAT.NET; and free copies of *Wages of Sin* and *Tales of the Sword Coast*, forthcoming HEAT.NET exclusives.

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.

ABOUT SEGASOFT NETWORKS INC.

SegaSoft Networks, Inc. (SNI) develops and operates online gaming technology and services, 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.