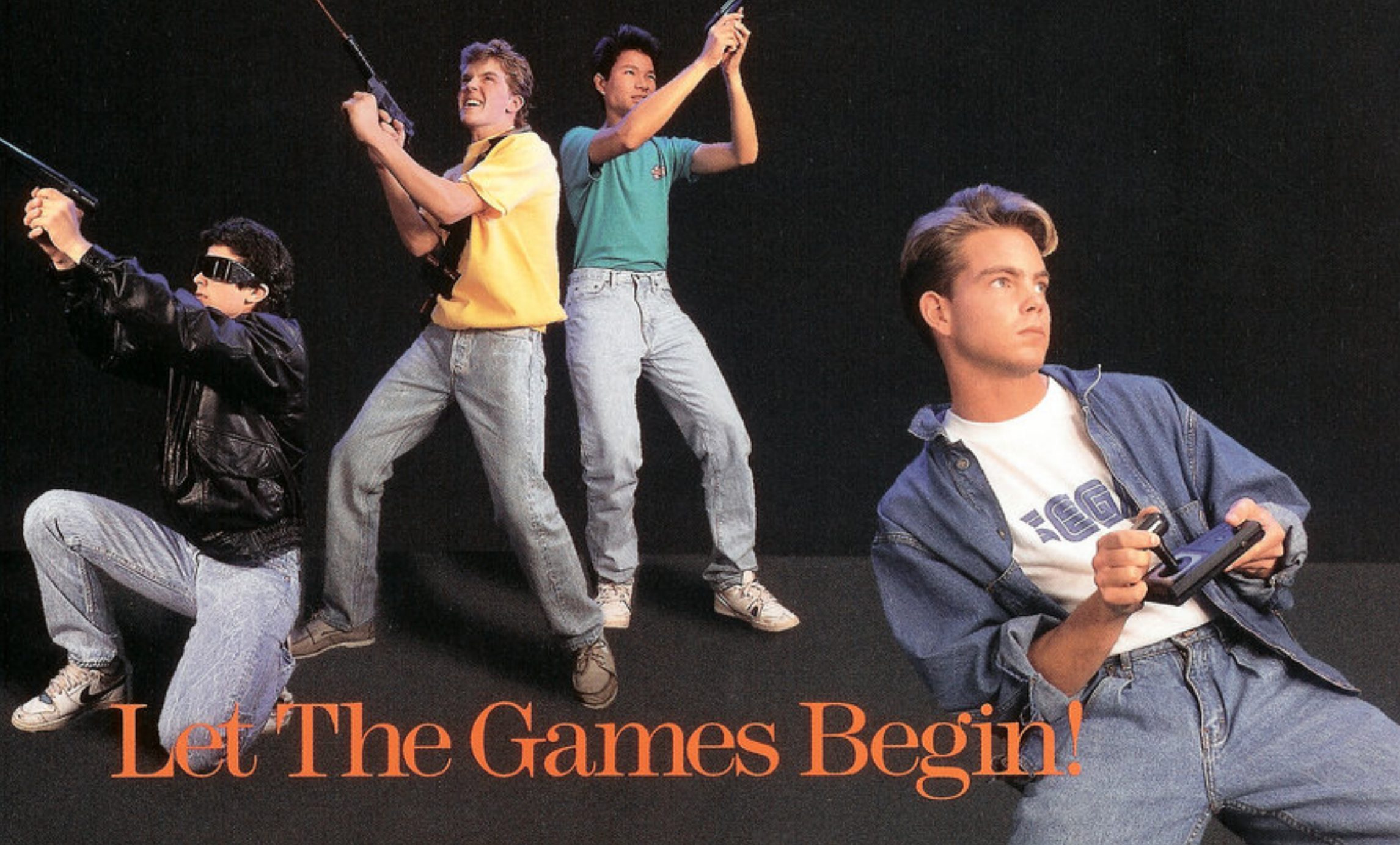


SEGA®



Let The Games Begin!

Let The Games Begin!

For over twenty years we have trained in the world's toughest video arenas. We have dedicated ourselves to excellence, have accepted the challenge to be the best in our field, have seen our games become the champions of the arcade business...Modern day video legends.

But it is not enough.

We have a new challenge: to be the best home video game system. We've used our vast arcade experience to create new, innovative home video games and systems that set the standard for how America plays.

The Best Video Game Software

Video gamers demand the best. They require games with the highest quality graphics, the most colors, the most action, adventure and fun ... the games they play in the arcades.

Only one video game system delivers the best. Sega.

We've taken our hottest exclusive arcade titles and brought them home with the graphic quality, action and excitement gamers expect from a leader.

To this we've added an exciting, diverse list of innovative Sega games to appeal to the diverse likes of America's video gamers.

The Smartest Software Strategy

We've segmented our software into distinct categories easily recognized by gamers of all ages. Each category is called out on the games with brightly colored banners for easy selection.

New for 1988 is the Sega Challenge Series, games of all types which provide the maximum challenge to skilled gamers. Each Challenge title will have a special Challenge gold banner to identify it as a champion of the challenge games.

Into this regiment we're adding hot, new titles, including popular license titles like *ALF*, *Reggie Jackson Baseball*, *Walter Payton Football* and *Spy Vs. Spy*.

Even before they sit down to play, kids know what to expect from a Sega game ... Real fun.

The Best Video Game System

Sega software is supported by a complete video game system that is the leading edge of technology. With Sega video game hardware, gamers have a choice of three system options which offer power and almost infinite expandability.

Each system has The Sega Power Base with a powerful microprocessor to handle the highest memory capacity games in the market ... for superior high resolution graphics, brilliant colors, unsurpassed sound and multi-directional scrolling. Power Bases even come with Sega arcade and action hit games built right in.

And nowhere else will you find a video game system with dedicated, high resolution 3-D. With liquid crystal shutter glasses and a growing list of dedicated 3-D games, SegaScope 3-D beats the competition hands down.

The Best Peripherals

Sega peripherals add new dimensions to game play. With a wide range of controller options to choose from, gamers can replace existing peripherals or move up into devices that offer arcade-like control. Sega peripherals offer features such as selective, adjustable rapid fire, pad or joystick control and, in the light phaser series, folding shoulder stocks and selective rapid fire.

Sega peripherals let gamers get farther faster, without reducing the fun, excitement and challenge of Sega games.

The Strongest Advertising/Promotional Support

Watch as Sega rolls out this summer and fall with three exciting new commercials highlighting our new arcade hits and hardware line up.

And we're broadening our user base with the Sega Challenge Newsletter, a bi-monthly, four color publication with new game reviews, helpful hints and high-reader input.

Add to that a powerful list of in-store promotions, new product displays and self shippers, and strong merchandising support ... and you have the strongest, most organized follow through in the business.

Now The Fun Starts

Over twenty years of innovation has brought us to the leading edge of home video games. And this is just the start. Now pick your control pad. Press the start button ... and prepare to see the future.

Let the games begin.



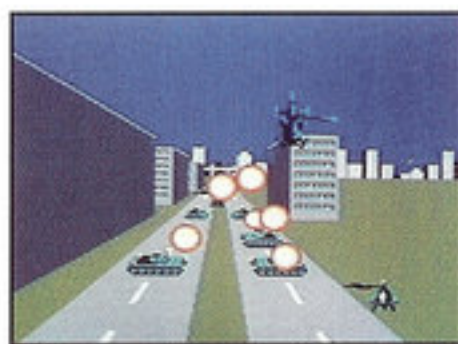
Arcade

This color mark indicates the success of the game in the arcades . . . and assures players that they're taking home a proven winner.



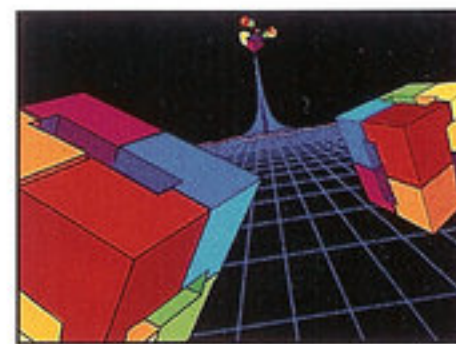
NEW 47009 Shinobi™

The newest Sega arcade hit comes to your home! Players must complete five separate missions with ninja weaponry, cunning and strategy. Fifteen levels of action in all!



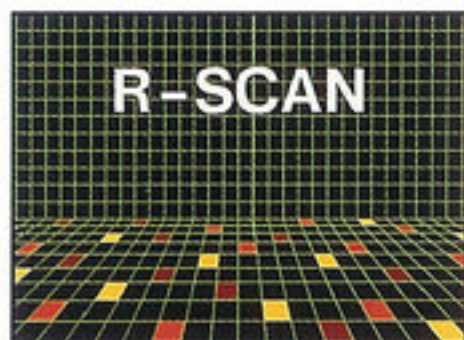
NEW 47011 Thunder Blade™

Sega's hottest arcade hit . . . the After Burner of Helicopters. Features both heads up and pilot point of view combat over city, countryside and ocean. You've never played helicopter combat like this!



NEW 47012 Double Dragon™

The arcade sensation. 1 or 2 players must take on the meanest brawlers on the streets to rescue a beautiful damsel in distress. Has all the features of the arcade version . . . with Sega quality graphics!



NEW 49002 R-Type™

The wild arcade hit now comes to life on the Sega System. Has awesome graphics, colors and arcade-like sound!



44001 My Hero™

Wild kung fu action with screen after screen of colorful, action-packed graphics. Features seedy punks, knife throwers, nasty bulldogs and the rotten punk leader Mohikan.



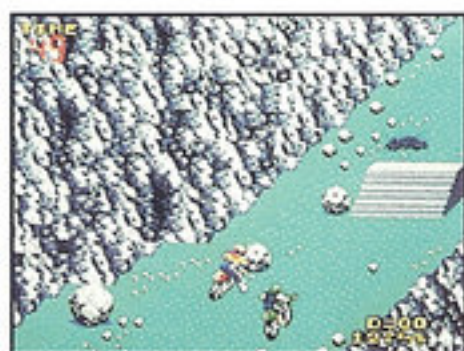
45051 Choplifter™

Players rescue prisoners from dangerous enemy camps with a combat helicopter. But to do so, they must defeat tanks, jets and rapid fire anti aircraft weapons. Fast, furious action from the long-running arcade hit!



45073 Quartet™

1 or 2 players must fight their way through dangerous mazes to find the key. If they make it, they open whole, new worlds of adventurous fun!



45077 Enduro Racer™

Fly over barriers and careen around corners in a moto-cross race against the clock. It takes speed, daring, confidence and strategy to win at Enduro Racer!



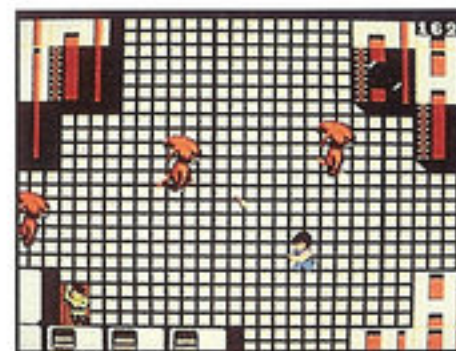
47001 Space Harrier™

Players are Space Harrier, the heroic alien warrior who must shoot down enemies to save the peaceful land of the dragons. Exciting graphics and lifelike sound!



47003 Out Run™

It's the exciting road rally racing arcade hit! Players try to beat the clock in a red sports car! Out Run has wild, realistic graphics and simulated speeds of over 200 MPH! It's been the most popular arcade game in America!



47006 Alien Syndrome™

Your friends are being held hostage in alien spaceships. You must get them out before the ships explode into cosmic dust! From the exciting, famous Sega arcade hit!

47011 Thunder Blade



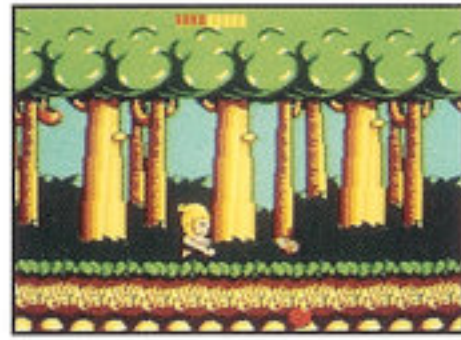
49001 After Burner™

The smash arcade hit comes to life on the Sega System. Battle in a ferocious dogfight that will light up the sky. Your Mission: get the secret plans from the enemy. After Burner. To play it is to live it!



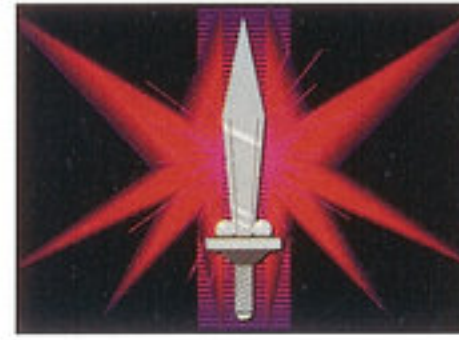
Adventure Role-Playing

Sega Adventure Role-Playing games are the newest wave in video game software. Players can experience quests in lands where myth and magic are real! The awaited and the unknown all come to life in these new Sega adventures!



NEW 47007 Wonder Boy in Monster Land™

Wonder Boy's back, this time in a fantasy adventure. Now he is a young man, and he must fight his way through 12 rounds of interactive action to learn the Meka Dragon's secret!



NEW 47016 Lord of The Sword™

Learn well the ways of the sword and bow, for the enemy awaits you on the road to glory. Make it, and you shall be king!



NEW 47500 Miracle Warriors: Seal of The Dark Lord™

Sega's first fantasy role playing game. Take part in a quest to save the Five Lands from the evil Dark Lord Terarin. Has computer players, interactive play and battery memory so up to five separate games can be saved. A CHALLENGE SERIES GAME.



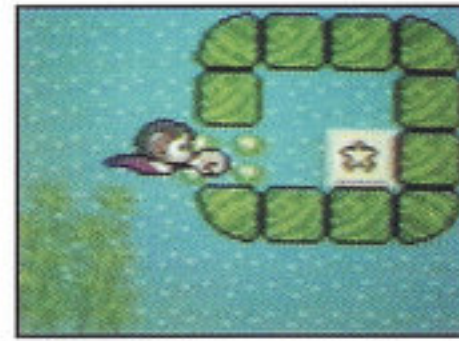
NEW 47501 Y's™

All new fantasy role play from Sega. This high tech game features full interactive play, stunning graphics and a battery memory so up to five games can be saved.



NEW 49500 Phantasy Star™

A Sega role playing 4 Mega + sensation! Save the Algo! Star system from the evil Lassic. Has space travel to three different worlds, multilevel, 3-dimensional dungeons, computer players, and awesome, high quality graphics. Up to five games can be saved. A CHALLENGE SERIES GAME.



45067 Alex Kidd in Miracle World™

The original Sega classic. Alex is the only Kidd who can punch through stone, jump over ghosts and save Aries from the evil Janken the Great. Fun for all ages!



45075 Zillion™

The tremendous adventure game. Players must infiltrate a maze with hundreds of rooms to rescue their friends and blow the main computer. This game calls for brains as well as brawn. Exciting, high tech adventure and action. A CHALLENGE SERIES GAME.



47005 Alex Kidd: The Lost Stars™

The second Alex Kidd adventure. This time, the Kidd must return the stolen stars to the skies of Aries. 10 rounds of action, adventure and fun!



49500 Phantasy Star

Sports

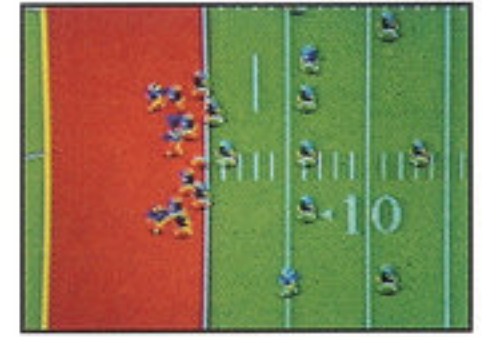
Sports is America's biggest pastime. Sega Sports games put players on the field in games and matches that are almost as challenging as the real thing!



NEW 47014 California Games™
It's fun in the sun and surf. Players compete in surfing, frisbee, BMX, roller skating, skateboarding, hacky sack and other fun games. Have a nice day!



NEW 47019 Reggie Jackson Baseball™
It bears the name of a pro... and a challenge worthy of the name! You play from the pitcher's and batter's point of view! This could be the most lifelike, true to the rules baseball game there is!



NEW 47020 Walter Payton Football™
Join the gridiron gladiator in a drive for the Superbowl. Built around NFL rules, this game has it all!



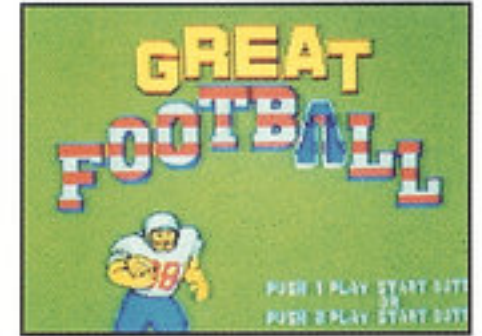
44007 Super Tennis™
Super sports action for 1 or 2 players. Serve, volley and smash against the computer or your friend. This is tennis at its best.



45056 Pro Wrestling™
The Iron Soldier, Giant Bull and other mean bruisers are the opponents. Players make body slams, head butts and other bone-shaking moves... just like the pros! Move over hulk. The Sega Slammer is here!



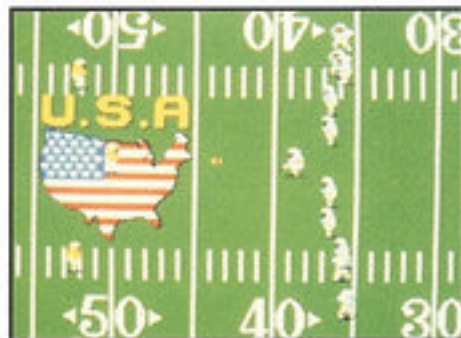
45057 Great Golf™
This tough course calls for nerves of steel and shrewd thinking. Players select clubs and take on some of the meanest holes in the world. 1 to 4 players... so you can build your own foursome!



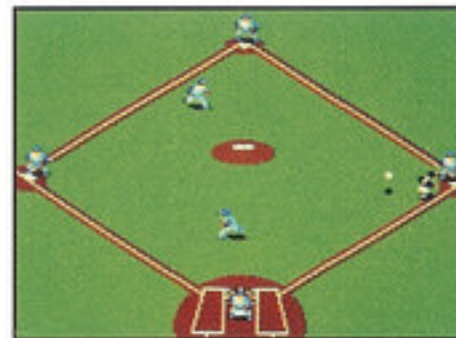
45058 Great Football™
As real as pro ball... and just as tough to win. Pick teams, players and strategies... then attack the gridiron. Wow!



45059 Great Soccer™
Sega's version of the fastest growing sport in the U.S.: soccer. Players kick, pass and dribble to the goal in fast moving, realistic team play. Plays by nationally recognized rules!



45060 Sports Pad Football™
(Sega Power Ball Required) Sports Pad Football offers the action and excitement of Great Football with the added fun and super control of the Sega Power Ball! Offers even more speed with the thrills of pro football!



45061 Great Baseball™
Players practice batting skills, select teams and line ups and go team to team in lifelike baseball action. It's a challenge on the diamond that takes skill and strategy to win!



45062 Great Ice Hockey™
(Sega Power Ball Required) It's lightning action on the ice. Players line up for the face off, scramble for the puck and make drives for the net. The Sega Power Ball adds even more fun to the action!



45070 Great Volleyball™
It's a fight for the world championship. Players pick international teams, then line up for fast action volleys, sets and wild spikes!

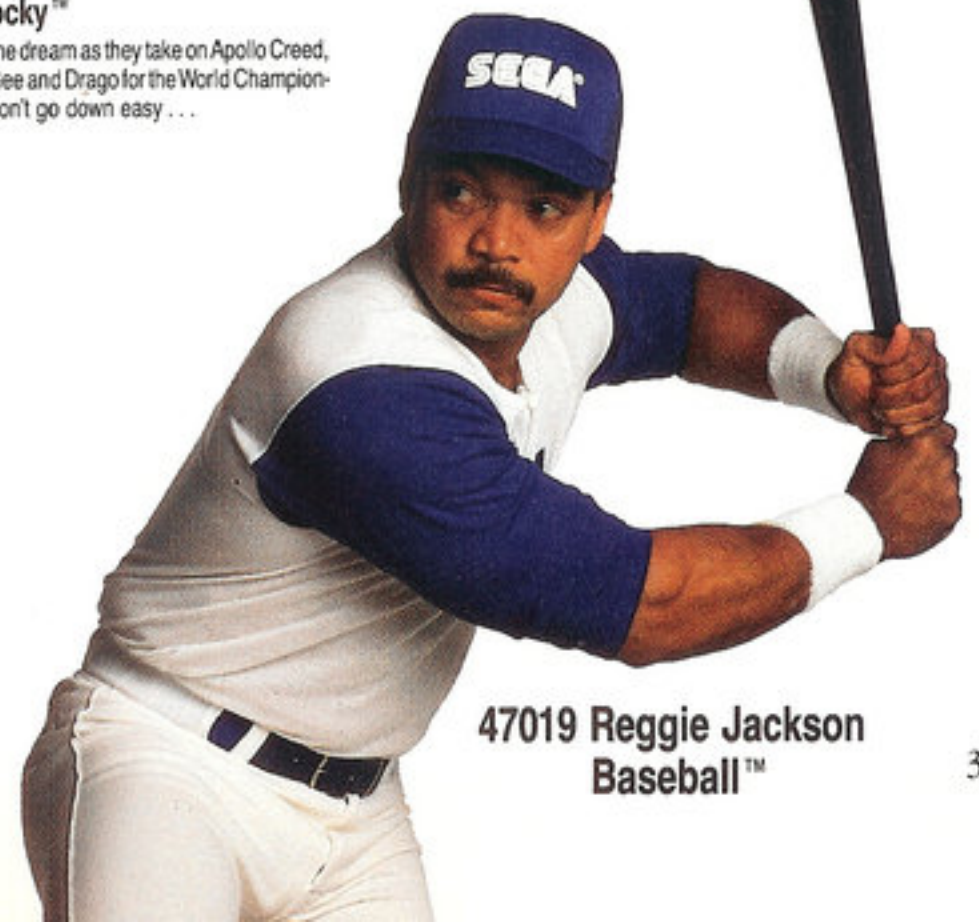


45071 Great Basketball™
Quick passes, fancy dribbling and pin point accuracy are needed to win this game. It's action-packed to the final buzzer.



47002 Rocky™
Players live the dream as they take on Apollo Creed, Clubber McGee and Drago for the World Championship. They won't go down easy...

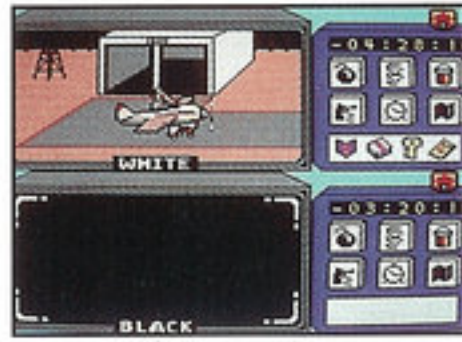
47020 Walter Payton Football™



47019 Reggie Jackson Baseball™

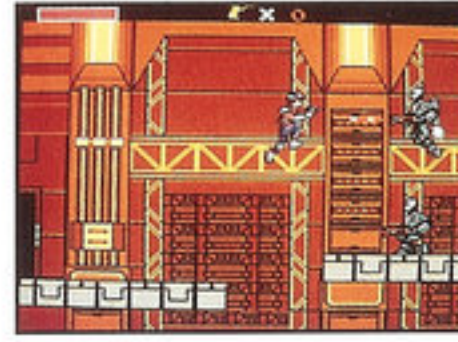
Action

Sega Action games take players to new worlds of fun! From the deepest reaches of space to behind the wheel of a supercharged race car, Sega Action games offer it all!



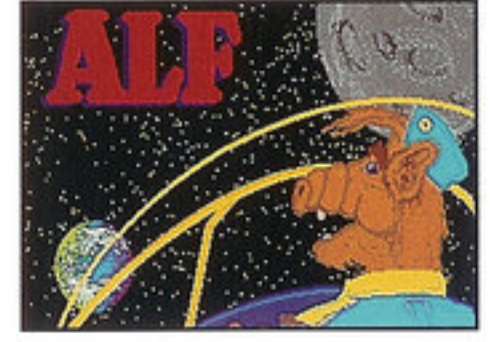
NEW 44010 Spy Vs. Spy™

Mad Magazine's famous duo battle it out. Set traps and search mazelike buildings for the secret items. Then escape to the airport... before time runs out! Great for 1 or 2 players.



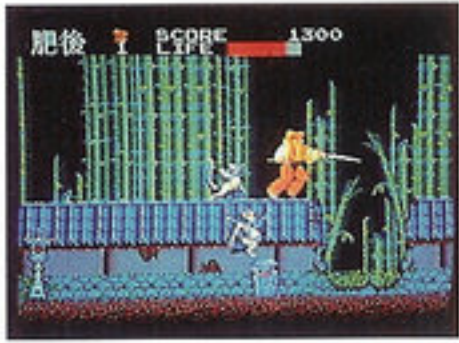
NEW 45105 Zillion II: Tri Formation™

The second game in the fast selling Zillion series. This time, J.J. must rescue Champ and Apple from a new Norsa maze... using the powerful Tri Formation cycle!



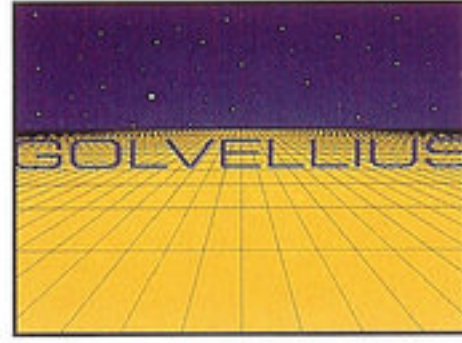
NEW 45111 ALF™

Lighthearted, whimsical fun with America's favorite bad boy alien. His space ship is broken, and you must help him find the parts to fix it. Features multi-level play and a new, creative use for cats!



NEW 47013 Kenseiden™

Awesome action and adventure in 16th century Japan. Players must fight their way through 16 levels of hard hitting, mythological creatures. Features arcade quality graphics, sound and action!



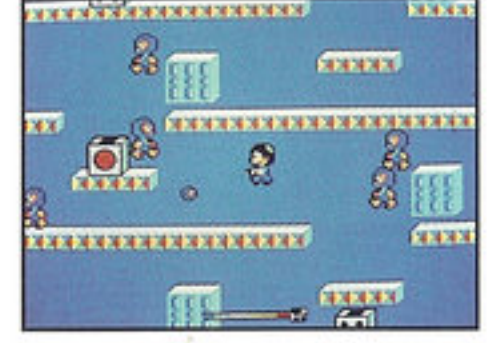
NEW 47017 Golvellius™

A new action game from Sega! Features the high quality graphics, sound and arcade like play which has made Sega famous!



44002 Ghost House™

An exciting treasure hunt in Count Dracula's castle. Players battle vampires, bats, and other evil creatures and the search for the family treasure... the jewels!



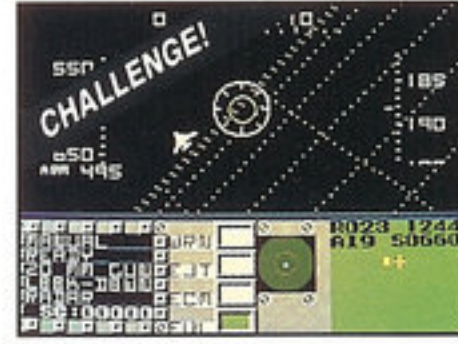
44003 Teddy Boy™

Fun, frantic adventure in crazy mazes filled with bugs, guppies, snails, living dominos and Den Den, the snapping dragon head.



44004 Transbot™

Players fly the Transbot astro plane. If they shoot the right items, they can put transbot through 6 powerful transformations and destroy the evil Dalas.



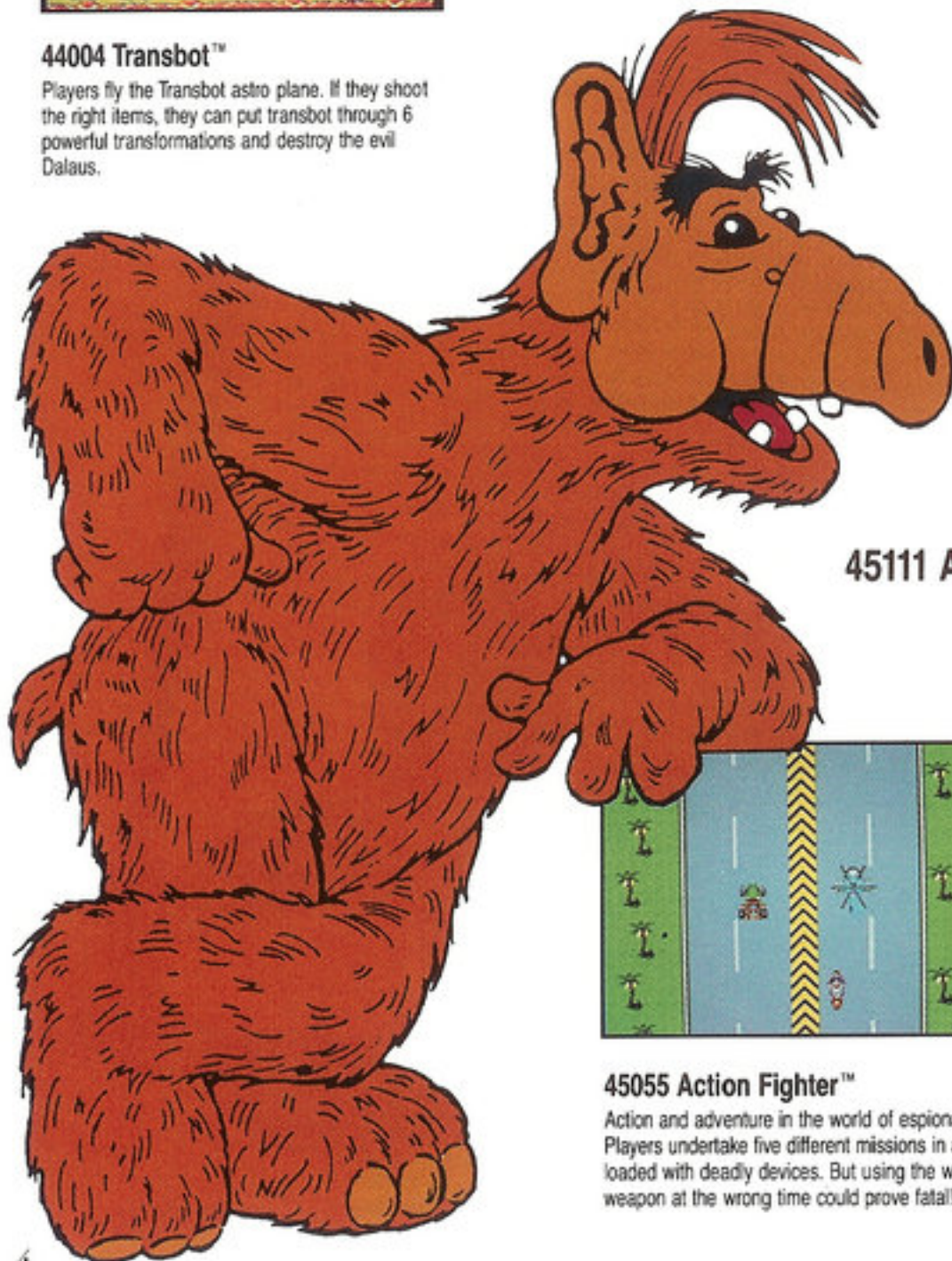
44005 F-16 Fighting Falcon™

The powerful flight simulation game... in the powerful Sega Card. Players use both Control Pads to operate a working simulation of an F-16... against the deadly Mig-24 aircraft! A CHALLENGE SERIES GAME.



45052 Fantasy Zone™

The game that started it all! Opa-Opa enters the Fantasy Zone to save it from the evil Menons... and collect the stolen gold coins. Try it with the Sega Power Ball!



45111 ALF™



45055 Action Fighter™

Action and adventure in the world of espionage. Players undertake five different missions in a car loaded with deadly devices. But using the wrong weapon at the wrong time could prove fatal!



45053 World Grand Prix™

Racing action on the hottest tracks in the world! If players finish in the top five, they can use prize money to turn their cars into supercharged racing machines... and take a shot at the world championship.



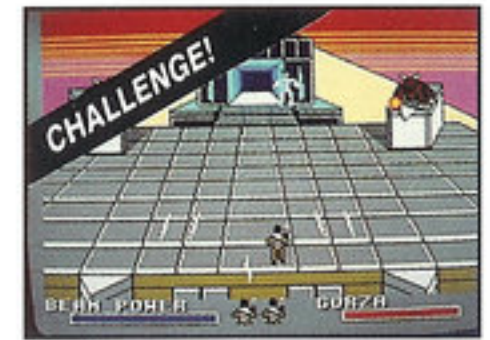
45054 Black Belt™

Fantastic karate action. Players battle enemy corps and other villains to restore order to a nuclear war torn world. It's a battle only the strong... and smart... can survive!



45064 Rambo First Blood™ Part II

It's the original hero who's long on brute strength and short on patience. Join him in a 2 player cooperative mission to free trapped prisoners with a machine gun and bazooka. Explosive!



45065 Ghost Busters™

The game from the hit movie! Capture ghosts with high tech equipment, elude the Marshmallow Man and try to defeat the all powerful Goza. Who yo gonna call? A CHALLENGE SERIES GAME.



45066 The Ninja™

You're Kazamaru . . . and you have a princess to rescue from the evil Gyrkuro. Save her with an arsenal of martial arts weapons and deadly ninja skills.



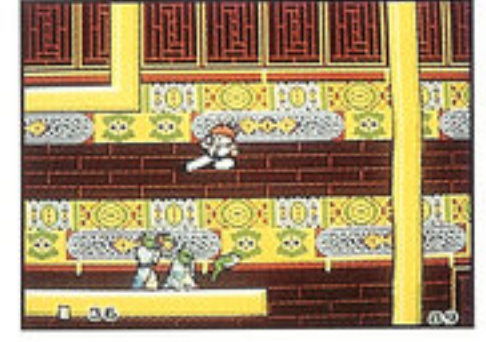
45068 Wonder Boy™

The wicked king has kidnapped Wonder Boy's girl. To get her back, Wonder Boy must battle his way through snakes, bats and nasty monsters. All stand in his way. But Wonder Boy has love on his side . . .



45069 Astro Warrior™

The survival of Earth is threatened by dangerous alien warlords. Players will have to shoot straight and fast to win . . . and dodge the enemy attacks. Their lives depend on it!



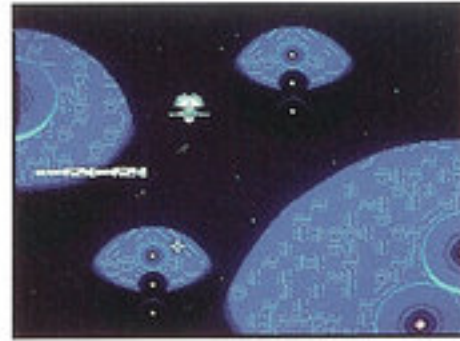
45078 Kung Fu Kid™

The evil Mandanda has just awakened from a thousand year sleep . . . and is he grouchy! Players must use powerful kung fu talents to save their village from his terror.



45100 Aztec Adventure™

Your object is to find the Aztec paradise. But it won't be easy. Because 12 levels of Mayan monsters and treacherous terrain stand in your way. There are friends around . . . if you can find them!



45102 Global Defense™

You're controlling a space defense satellite. Your mission: defend your world against incoming missiles from all over the galaxy. Brilliant outer space graphics!



45108 Fantasy Zone: The Maze™

Opa-Opa is back. This time his mission is to make his way through mazes after dangerous Menon maze. Features 1 or 2 player cooperative play.



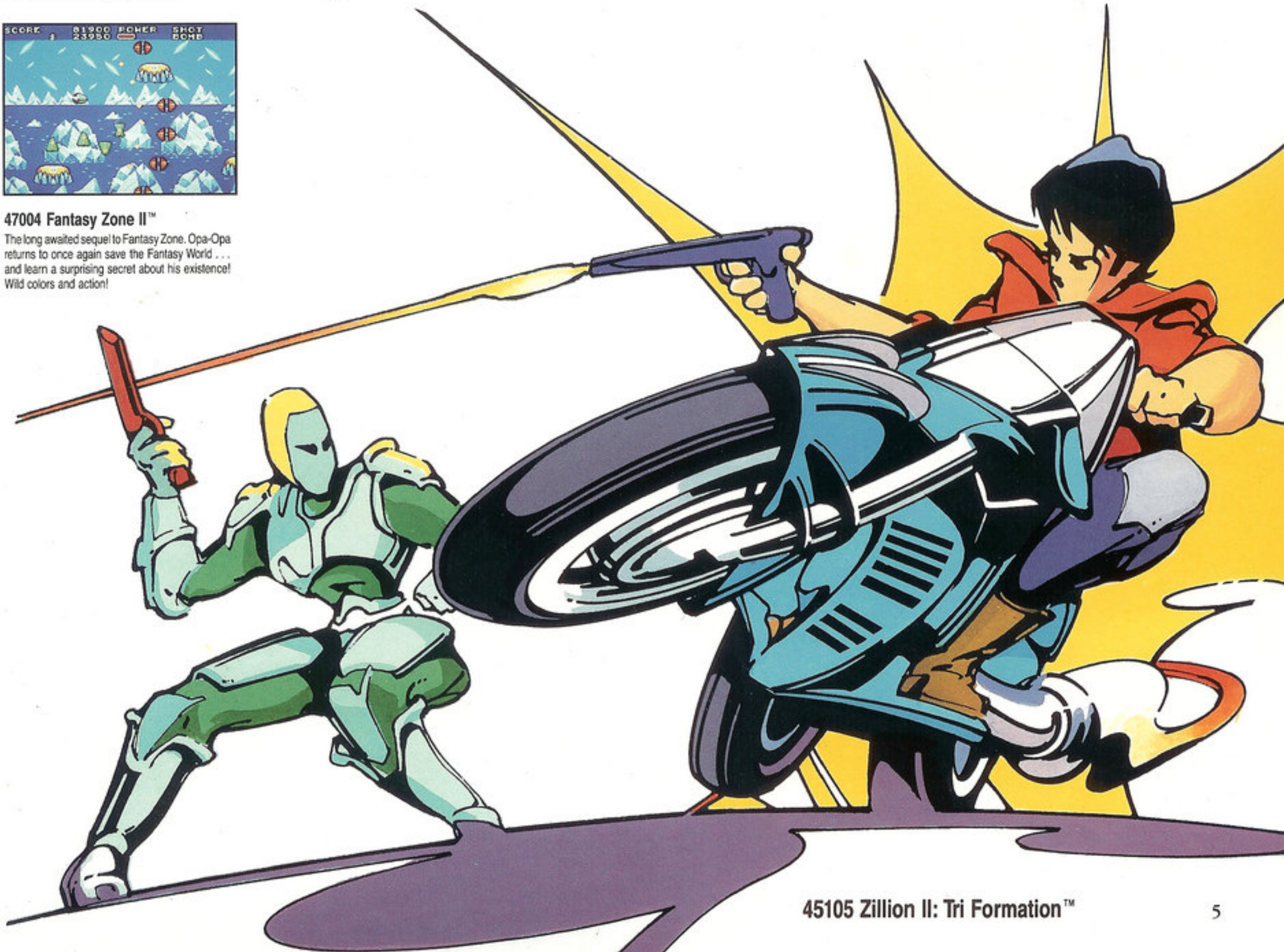
45501 Penguin Land™

Guide the penguin egg to the penguin spaceship . . . through challenging mazes you design. Colorful graphics and battery back-up memory so you can create and save mazes!



47004 Fantasy Zone II™

The long awaited sequel to Fantasy Zone. Opa-Opa returns to once again save the Fantasy World . . . and learn a surprising secret about his existence! Wild colors and action!



45105 Zillion II: Tri Formation™

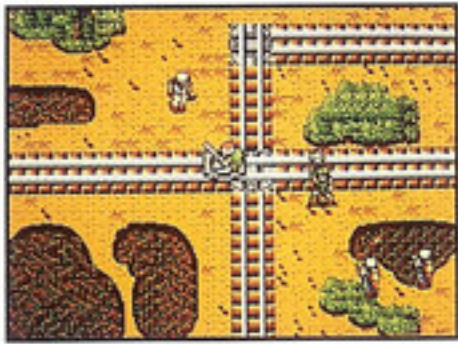
Shooting

Sega Shooting games utilize the full potential of the Sega Light Phaser and Mega Phaser. Whether it's downing trap targets or blasting the bad guys, you'll find it here!



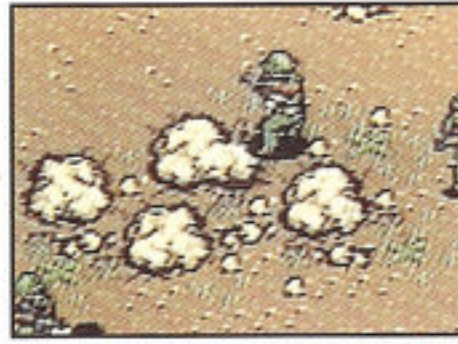
45072 Shooting Gallery™

(Sega Light Phaser or Mega Phaser Required) You need a keen eye and steady hand to beat this game. Players shoot their way through 4 rounds of moving targets... each moving faster. If you make it through you go again, this time against even faster targets! Wild!



45106 Rescue Mission™

(Sega Light Phaser or Mega Phaser Required) 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!



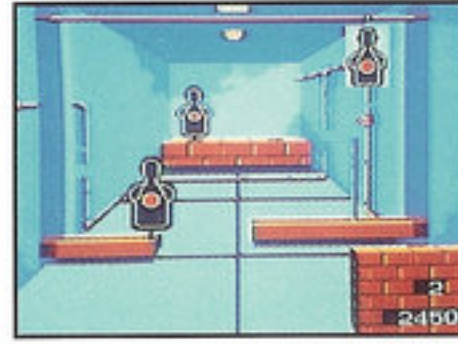
NEW 47015 Rambo III™

(Sega Light Phaser or Mega Phaser Required) 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!



45074 Gangster Town™

(Sega Light Phaser or Mega Phaser Required) Shoot it out with the gangsters in car chases, city streets and nightclub scenes. But shoot fast... because the gangsters shoot back!



46003 Marksman/Trap Shooting™

(Sega Light Phaser or Mega Phaser Required) First you compete 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.



47015 Rambo III

Family Games

Sega Family games offer fun, excitement and challenge the whole family can enjoy, including Mom and Dad.



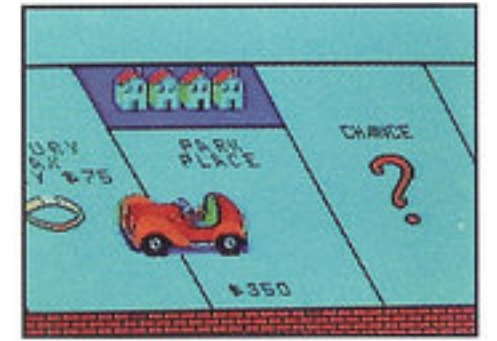
NEW 45110 Shanghai™

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 a wrong move and... game over! Has challenge and tournament play. A CHALLENGE SERIES GAME.



45103 ParLOUR Games™

It's 3 games in one. Up to 4 can play billiards, darts or challenge Lady Luck in world bingo. Fantastic action for hours of fun!



45500 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 memory so games can be saved. Exciting family fun!

3-D

SegaScope 3-D games make you a part of the action. Put on the SegaScope 3-D Glasses™ and you'll duck when missiles fly ... or waver at the edge of bottomless mazes. 43073 SegaScope 3-D Glasses™ are required.



NEW 48004 Space Harrier 3-D
(SegaScope 3-D Glasses Required) Already a hit in both the arcades and on the Sega System, Space Harrier returns in SegaScope 3-D! More Action! More Adventure! And NEW BATTLE SCREENS!



NEW 48005 Blade Eagle 3-D™
(SegaScope 3-D Glasses Required) The Arvians have invaded the planets of your star system. You are the only defense. Use the BLADE EAGLE ship to blast them out of space, the battle stations and on the planets surface. Features 6-way directional 3-D control! A CHALLENGE SERIES GAME.



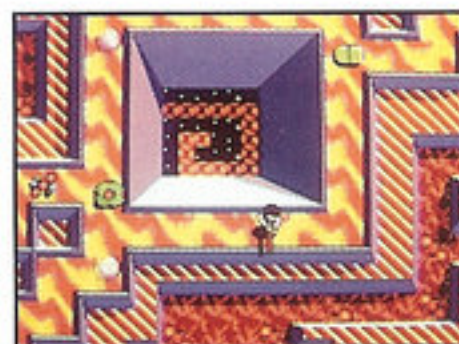
NEW 48006 Poseiden Wars 3-D™
(SegaScope 3-D Glasses Required) It's a 3-D sub hunt in the dark ocean depths, where death lurks above ... and below the water. Raise the periscope, target a destroyer and ... full speed ahead!



48001 Missile Defense 3-D™
(SegaScope 3-D Glasses and Light Phaser or Mega Phaser Required) Sega's first 3-D game ... and still hot! Use your light phaser to shoot down the missiles in 4 different locations, before they blow the cities to bits! 3-D is so real you'll duck when the missiles fly!



48002 Zaxxon™ 3-D
(SegaScope 3-D Glasses Required) The Sega classic arcade hit now available as a 3-D home game. Journey through the darkness of space to the Vargan battle fortresses, where death awaits the slow and victory is for the brave!



48003 Maze Hunter 3-D™
(SegaScope 3-D Glasses Required) The Place: a 27-level alien maze. The Challenge: make it to the bottom ... alive! It won't be easy. Tremendous 3-D graphics you must see to believe! Awesome!

The Sega® Video Game System

The best 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!

43000 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!

43001 SegaScope 3-D™ System

The only dedicated 3-D video game system available in the U.S. It has 2 Control Pads and the Sega Light Phaser to play all Sega game Cards and Cartridges, and includes the SegaScope 3-D Glasses and Adaptor for all Sega 3-D games. The System even comes with the Missile Defense 3-D™ game built into the Power Base! A complete, ready-to-use, total game system ... straight from the box!

43005 Base System™

The basic system with infinite expandability. Has 2 Control Pads, all connecting hardware and Power Base with the Sega hit games Hang On™ and Astro Warrior™ built in. Can be easily upgraded with any of the Sega control peripherals.

Power Base™
Console



Sega Light Phaser™



2 Control Pads™



SegaScope 3-D
Glasses™



Peripherals



43020 Sega Control Pad™

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



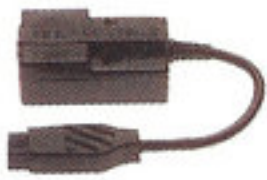
NEW 43052 Arcade Command Stick™

The one that does it all! Has easy to grip joy stick for arcade-quality control, large table or lap top base, one touch selective rapid fire, and multi-position firing buttons. Sega's Top Of The Line control peripheral.



43040 Sega Power Ball™

Adds new dimensions to gaming. Has a large palm or fingertip operated ball with large buttons and selectable rapid fire or sports control for realistic arcade type control. Works with almost every Sega game!



43046 Rapid Fire Adaptor™

Plug it into the Control Pad, Light Phaser, or Control Stick for instant rapid fire action!



43062 Sega Rapid Fire Control Stick™

A powerful combination of the precision Control Stick and Rapid Fire Adaptor to take players through the sharpest hairpin turns . . . or turn their ship guns into blazing blasters!



43050 Sega Light Phaser™

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



43060 Sega Control Stick™

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



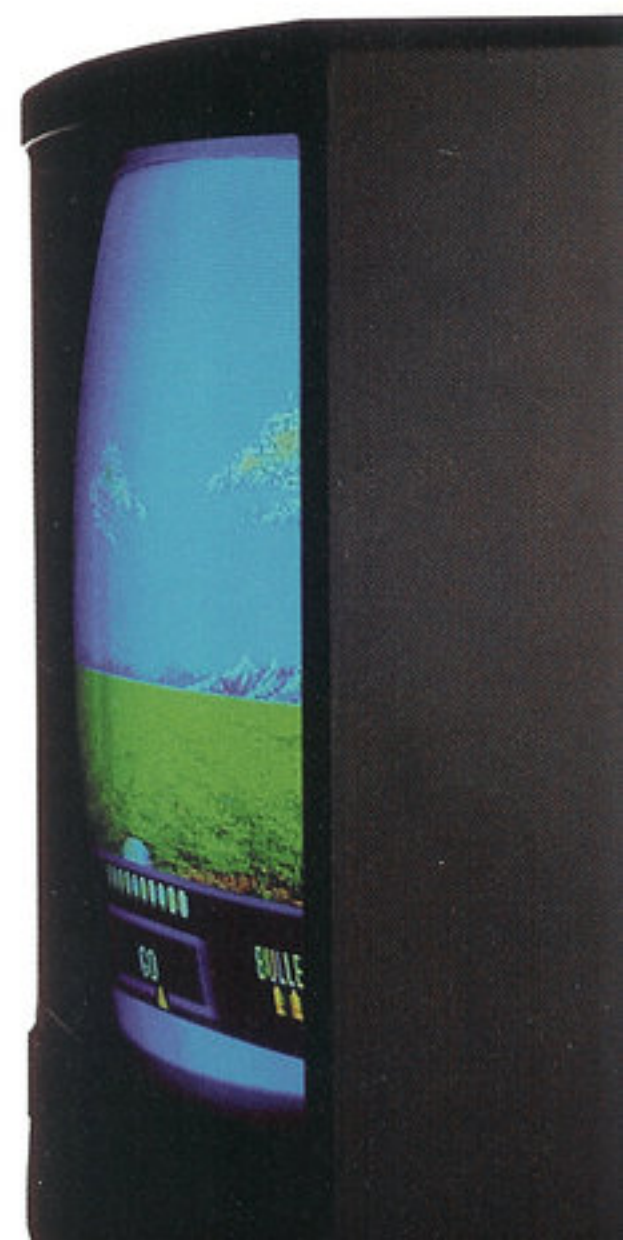
43073 SegaScope 3-D Glasses™

The only liquid crystal shutter 3-D Glasses available for a video game system in the U.S. Gives crystal clear 3-D images and brilliant depth and color when used with SegaScope 3-D game cartridges.



NEW 43051 Mega Phaser™

The most powerful light phaser around! Has rugged military styling with folding shoulder stock and built in, selective rapid fire to shoot 'em one at a time or in a blaze of fury.



Merchandising



43500 Self Shipper

A new, high visibility promotional tool to sell a maximum of Sega's two new sports hits: *Walter Payton Football* and *Reggie Jackson Baseball*, in a minimum of space. Features exciting sports graphics designed to draw attention!



The third issue of the newsletter will reach over 100,000 heavy Sega users. As such, the newsletter's defined focus is a perfect complement to Sega's multimillion dollar advertising campaign.

Challenge Team Newsletter

A bi-monthly informational, four-color newsletter offering game reviews and tips, new product information and a format for readers to interact with Sega video game experts.

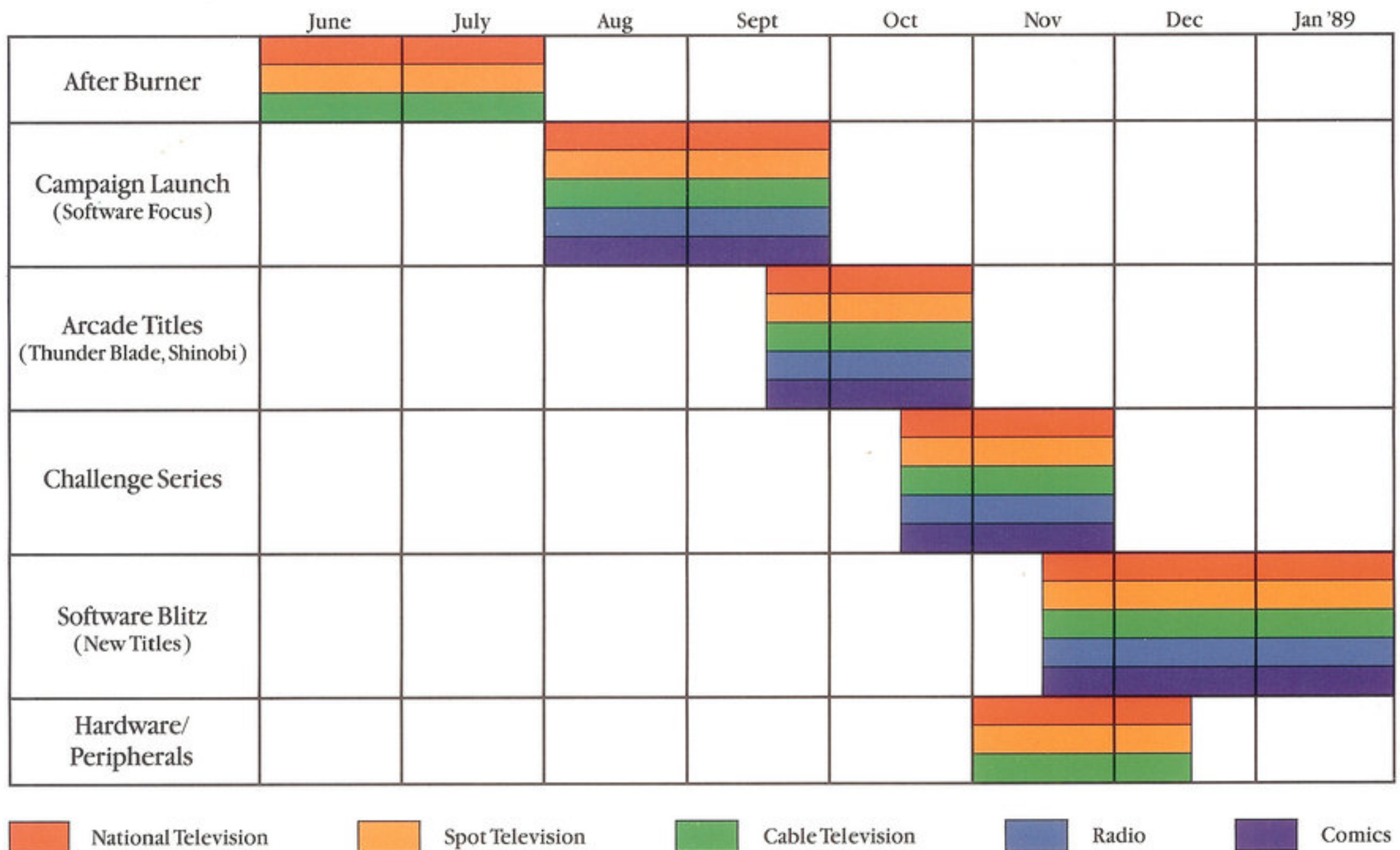
Sega Product Display

The Sega display module is designed for maximum visibility.

- Bold, eye-catching graphics.
- Displays the diversity of Sega products.
- Designed to promote multiple sales.
- Available in interactive or non-interactive models.



Advertising



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