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MEDIA GROUP

**SEGA SATURN: IT'S OUT THERE!
(Literally!)**

LOS ANGELES, May 11, 1995 -- Astronomers and the American public alike are baffled. An extraordinary gravitational force has sent Sega Saturn™ careening into the Los Angeles Convention Center and other locales across the U.S. -- months before its anticipated arrival, revealing a new meaning to the system's claim, "It's Out There." The phenomenal event was followed by a meteor shower of software which covered the showroom floor at the first-ever Electronic Entertainment Expo (E3).

While no one was harmed, a bizarre metamorphosis overcame the crowds. Palms began sweating and hearts were pounding as the brave ones picked up the many control pads that were strewn about, and were transported into a new realm of videogaming. The others, witnessing the powerful effects of Sega Saturn, quickly followed suit. Eyewitnesses recounted their experiences:

"It's unbelievable," said Joseph Schmoe, an avid rocket scientist and part-time contortionist. "I entered the world of 'Panzer Dragoon™' and wound up flying on the back of this surreal dragon with these giant cyborg insects -- kind of like *Invasion of the Killer Ants* meets *Dune* -- trying to get me from every angle. Very cool."

"I was in a ring with a gorgeous blonde named Sarah and she was holding me tightly ... well, actually, it was a choke hold. Basically, she kicked my butt," said Tom Dickenharry, a senior at UCLA, referring to his Sega Saturn experience on "Virtua Fighter™."

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Reports from Sega of America confirmed that Sega Saturn, the ultimate in-home, interactive entertainment system (say that three times fast!), has indeed made its U.S. debut. The system is now available in retail stores including Electronics Boutique, Software Etcetera, Babbages and Toys R Us. Additional retailers will be added as production ramps up.

The revolutionary hardware system includes arcade phenom, "Virtua Fighter" and a video sampler of 20 additional Sega Saturn games. As an added bonus, customers that register their system will receive a playable sample disc of "Panzer Dragoon" as well as a hot music audio CD. Sega Saturn retails between \$399 and \$449.

"Before now, the immersive experience that consumers only dreamed of were just that ... a dream," said Tim Dunley, marketing zealot, Sega Saturn. "Sega Saturn woke everyone up this morning with a jolt, bringing new dimensions of reality home for the first time."

Sega of America is the arm of Tokyo, Japan-based Sega Enterprises Ltd. responsible for the development, marketing and distribution of Sega products in the Americas. Sega Enterprises Ltd. is a nearly \$4 billion company known as a leader in interactive digital entertainment media with operations on five continents. Sega of America's internet addresses are:

<http://www.segaoa.com> (World Wide Web); GO SEGA (CompuServe Forum);
segasaturn@segaoa.com (email); [ftp.segaoa.com](ftp://segaoa.com) (ftp site).

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