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MEDIA GROUP

"BUG!" DOES ACTION - ONLY ON SEGA SATURN

- A Wacky Insect World Awaits On Sega's Next Generation Video Game System --

LOS ANGELES, May 11, 1995 -- He's Big. He's Bad. He's "BUG!™" And he's starring in the hot new 3D action game exclusively on Sega Saturn™, the ultimate in-home entertainment system. Fueled by Sega Saturn's powerful technology, "BUG!" literally transports gamers into three dimensions of challenging gameplay -- wrapping them up in a web of mesmerizing, real-time interaction for a totally immersive experience.

In this 3D action adventure, it's up to our cocky hero to rescue his friends from the evil clutches of the vicious black widow, Queen Cadavera, who happens to have quite an appetite for fried insect delicacies. With his style, his good looks, and his undaunting ego, BUG! puts his talents to work to fight his way through the treacherous terrain of Bug Island and into Queen Cadavra's sinister lair. Along the way, a wacky supporting cast of characters including Bee-52, Fire Ant and Dung Beetle do their best to help, hinder and steal the spotlight from the antennae wonder -- you can even call in a stuntbug to take over against the hardest bosses.

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Sega Saturn's unprecedented graphics capabilities allow gamers to weave BUG! in and out of intricate 3D levels as they encounter six acts for a total of 18 infested stages.

As the plot unfolds ... will he save his friends before the hour glass runs out, or will BUG! feel the sting from Queen Cadavera? Rated K-A for all audiences with mild animated violence and comic mischief, "BUG!" is now available for a suggested retail price of \$39.99.

For more information on Sega Saturn, consumers can call a toll-free hotline, 1-800-SEE-SATURN or send inquiries over the Internet at segasaturn@segaoa.com.

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 the leader in interactive digital entertainment media, with operations on five continents. Sega of America's home page on the World Wide Web is located at (<http://www.segaoa.com>).

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