



Sega Amusements USA, Inc.

## Press Release

**For Immediate Release**

Contact: Peter Gustafson

Day Phone: (847) 364-9787

Toll Free: (888) 877-2669

Email: [peter.gustafson@sau.sega.com](mailto:peter.gustafson@sau.sega.com)



## SEGA'S OUT TO PROVE DINOSAURS WILL RULE THE WORLD AGAIN

### ***SEGA REDIES DINOSAUR KING - COLLECTOR CARD VIDEO GAME FOR NORTH AMERICAN RELEASE***

**Elk Grove Village, IL September 30, 2005** – Sega Amusements USA, Inc. announces testing has begun for DINOSAUR KING at select locations throughout the country.

#### **About DINOSAUR KING**

The game takes players on a magical journey to save the dinosaurs from the evil Dr. Z and his Alpha Gang. Game play starts with a scene of two boys, Max and his best friend Rex, who are helping Max's father, a noted paleontologist, on an excavation site. Rex uncovers a magic stone left by the spirits of the dinosaurs they're unearthing! When they touch the stone, they receive a distress signal from the dinosaurs asking for help. The dinosaurs are being hunted down by Dr. Z and his evil Alpha Gang. Max and Rex must travel 65 million years back in time, defeat the Alpha Gang, and free the dinosaurs before it's too late!



Sega Amusements USA, Inc.

## DINOSAUR KING – Collector Card Video Game



DINOSAUR KING is the latest of Sega's collector card video games. The game vends a collector card with every play. There are two kinds of cards, Dinosaur Cards and Move Cards. The cards have bar codes on them that are read by the reader mounted to the control panel.

### Bar Code Reader Shown During Card Swipe



901 Cambridge Drive, Elk Grove Village, IL 60007  
P (847) 364-9787 F (847) 364-9831 Toll-Free (888) 877-2669  
website [www.sau.sega.com](http://www.sau.sega.com)



Sega Amusements USA, Inc.

Players swipe a Dinosaur Card and as many as 3 move cards prior to beginning their Dinosaur Battle. The battle takes place in a prehistoric setting where you compete against the computer or another player.

Game play rules are derived from the age old game of rock, paper, scissors. Players send their dinosaur off to battle by pushing the rock, paper, or scissors button then sit back and watch the action as the two dinosaurs go at it!

DINOSAUR KING carries the AAMA Parental Advisory Rating of Green – Suitable for All Ages.

### **DINOSAUR KING – Collector Cards**

Like MUSHIKING, Battle of the Beetles, DINOSAUR KING vends a collector card with every play. Players receive either a Dinosaur Card or a Move Card. There are 39 cards in the first series – 18 Dinosaur Cards and 21 Move Cards, (Including Super Move Cards).

**Dinosaur Card**



**(Super) Move Card**



The only place to get DINOSAUR KING Collector Cards is from the game – they cannot be purchased any other way – thus driving players to the game.

### **About Sega Amusements USA, Inc.**

901 Cambridge Drive, Elk Grove Village, IL 60007  
P (847) 364-9787 F (847) 364-9831 Toll-Free (888) 877-2669  
website [www.sau.sega.com](http://www.sau.sega.com)



**Sega Amusements USA, Inc.**

Serving the North and South American markets, Sega Amusements USA, Inc. is a wholly owned subsidiary of Sega Corporation, Japan. Sega Amusements USA, Inc. is an industry leader in creating state-of-the-art interactive video, self contained merchandising, and redemption game play experiences through the utilization of complementary technologies and devices to enhance player enjoyment and loyalty. Products include single-player upright video games, self-contained merchandisers, and multi-player attendant operated simulators.

© SEGA, 2005

**###**