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HEAT.NET ROCKS E3

SegaSoft Brings Extreme Entertainment to Los Angeles

LOS ANGELES (May 13, 1999) – The hottest place for fast, free online gaming is also the hottest attraction of E3 '99. Inside, SegaSoft is showcasing HEAT.NET, the power of its broadband connectivity and the industry's best multi-player games (Sega booth – West Hall #2116). While outside, visitors can experience the HEAT.NET Rock – a 30-foot climbing wall and fun zone (South Hall entrance – Pico & Figueroa).

“We have replicated the craziness of the HEAT.NET online world by providing spectators and E3 visitors with the hottest ‘offline’ reception in the business,” said Rich Pearson, director of marketing, HEAT.NET. “The idea is to bring the events and prizes given away on HEAT to the real world and make them available to the general public.”

THE ROCK

Throughout E3 1999, attendees and passers by are able to compete for prizes at the HEAT.NET Rock – a massive, 30-foot climbing wall located at the front of the Los Angeles Convention Center (South Hall, corner of Pico and Figueroa). In addition, everyone will have a chance to compete against the clock in the HEAT.NET *Degree Machine* – a virtual wind tunnel. HEAT Degrees – frequent player point coupons redeemable for goods and services – will be blown from every direction, those inside attempt to grab as many as possible that can be exchanged for an incredible array of HEAT merchandise.

For those lacking the guts to go for the glory, there are plenty of photo opportunities with the HEAT "Rock-ettes" and special give-aways including cash prizes and HEAT.NET T-shirts.

THE CASH BONUS

Today and throughout the show, SegaSoft is giving away thousands of HEAT.NET T-shirts to attendees who visit the HEAT.NET Rock. Those who get caught wearing the HEAT.NET T-shirts by the secret prize patrol will receive \$50 cash.

THE BOOTH

Inside, SegaSoft will demonstrate why HEAT.NET is the #1 core gaming community on the net and is poised to lead the online gaming market into the new millennium. Fueled by unique features, top-notch multi-player titles and high-impact marketing programs, HEAT.NET has grown to 1.5 million users – doubling in size since January 1999. Located at the Sega booth (# 2116 – West Hall), SegaSoft is showcasing the latest and greatest games on HEAT including *Descent 3*, *Fly!*, *Baldur's Gate*; *Tales of the Sword Coast* and *Unreal Tournament*, among others.

Also on display is the HEATCIGL Championship Cup, the perpetual trophy soon to feature this year's winning college in HEAT's Collegiate Internet Gaming League (HEATCIGL) -- only online multi-player gaming league for college students.

Finally, experience the future of online gaming with Broadband demonstrations. HEAT.NET is far and away the leader in the broadband gaming market thanks to exclusive partnerships with cable modem leaders @Home Networks and Road Runner. Working with these partners HEAT.NET has a potential to reach 90% of the U.S. cable modem market.

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 (1.5 million) 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 services and technology, 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.

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