

Sega Prize Europe!

2013 Collection





Welcome to Sega Prize's official catalogue for the 2013 season. This year we are thrilled to bring you our carefully selected licenses, brought to life as collectible Sega Prize plushies.

At Sega we are dedicated to bringing you the coolest and most popular character licenses and iconic brands, such as Artlist's The Dog & our very own Sonic The Hedgehog, who will be joining the ranks of our existing popular plush lines.

Our Tokio Technology products have been a huge success for us and we intend to continue the trend, launching our brand new SIM free Tokio Smartphone, featuring the popular Android Ice Cream Sandwich. We are always broadening and constantly developing our range of lifestyle electronics to suit all walks of life for a fast paced and tech savvy society, so that our customers can confidently stock cutting edge technology at reasonable prices.

We hope you enjoy our latest offerings as much as we have enjoyed developing them for you.

Trevor Clarke

A stylized, handwritten signature in black ink, appearing to read 'T Clarke'.

Head of Merchandise Division
Sega Prize Europe



Contents

Sonic The Hedgehog	3-4
The Dog Super Heroes	5-6
Hello Kitty Gingham	7-8
Withit	9-10
Super Monkey Ball	11-12
Victoria Cupcakes	13-14
OMG So Kawaii	15-16
Bad Bear	17-18
MonstAHH!	19-20
Happy Snacks Sweet	21-22
Happy Snacks Savoury	23-24
Txt Me Bck	25-26
Lovely Nest	27-28
Tokio Tablet 2.0	29-30
Tokio Techbook	31-32
Tokio Smartphone	33-34
Thorntons Gold Bullion	35-36
Contact Us	37

SONIC™

THE HEDGEHOG





SHADOW
THE HEDGEHOG



KNUCKLES
THE ECHIDNA



AMY
ROSE



SONIC
THE HEDGEHOG



TAILS
MILES "TAILS" PROWER

Our iconic company mascot, Sonic the Hedgehog is back! Known as the world's fastest hedgehog for 21 years, Sonic is one of the most famous video game characters that has ever existed and appeals to audiences of all ages. Joined by his trusty sidekick Tails and the rest of the gang, we are incredibly excited to bring you our highly detailed collectible Sonic soft toys. Produced with super soft plush fabrics and weighted beanie bottoms, these are the cuddliest Sonic toys we have ever made!

Sonic Solid

Approx 30cm Soft Toys

Product 311788

1 design

36pcs per carton

Friends Mix

Approx 30cm Soft Toys

Product 311795

4 designs

36pcs per carton





Artist Collection
THE DOG™

www.thedogandfriends.com





Cold Canine
(Siberian Husky)



Power Pooch
(Labrador Retriever)



Pretty Pup
(Chihuahua)



Fast Fido
(Dalmatian)



Bad Bowwow
(Beagle)



Hot Hound
(King Charles Spaniel)

Is it a bird? Is it a plane? No! It's Artlist's THE DOG! A highly successful puppy photography franchise from Japan, THE DOG is photographed with a fish eye lens at unique angles, creating irresistibly adorable images. This popular evergreen brand has a tremendous recognition factor generated by promotions like McDonald's Happy Meals, delivering brand awareness to millions worldwide. We are excited to bring you THE DOG Super Heroes series, super cute and ready to save the day!

The Dog Super Heroes	48pcs per carton
Approx 25cm Soft Toys	Carton Dimensions 65 x 57 x 42 cm
Product 321008	Carton Weight 9.47 kg
6 designs assorted	





HELLO KITTY



Sanrio

Sanrio
License

©1976, 2013 SANRIO CO., LTD.

<http://www.segaarcade.com/prize/hellokitty>



**Sunshine
Yellow**



**Cherry
Red**



**Fresh Grass
Green**



**Flowery
Pink**



**Clear Sky
Blue**



**Berry
Purple**

Hello Kitty has been lovingly crafted in her Summer attire, featuring six vibrant polycotton colours that will bring a cheer to everyone's day. This adorable character's first appearance was in 1974 and the phenomenon continues to delight all ages with her fashionable appeal. Hello Kitty, whose real name is Kitty White was born in the suburbs of London on November 1, she is a bright kind hearted girl that loves to bake cookies.

Hello Kitty Gingham	48pcs per carton
Approx 25cm Soft Toys	Carton Dimensions 72 x 70 x 44 cm
Product 320858	Carton Weight 10.58 kg
6 designs assorted	







DOZY



TOP



CHEEKY



MAD



EASY



GLAMOUR

With names like Cheeky Monkey, Top Dog, Easy Tiger, Glamour Puss, Dozy Mare and Mad Cow, these tongue in cheek characters all speak for themselves. Every plush in this collectable range has their name skilfully embroidered in exquisite detail. Immerse yourself within the Withit world by visiting their official website where you can play games, download screen savers and wallpapers of your favourite characters.

Withit

54pcs per carton

Approx 25cm Soft Toys

Carton Dimensions
70 x 62 x 38 cm

Product 330420

Carton Weight
9.51 kg

6 designs assorted

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SUPER MONKEYBALL™





AiAi



**Top
Banana**



MeeMee

With over a decade of being in the game and with 15 titles under their belts, Sega's ever popular Super Monkey Ball characters have continued their legacy on the popular Sony PSP Vita, with their latest game Banana Splitz. AiAi and Meemee have been brought to life for the very first time as highly detailed soft toys for amusements. Each 25cm character has been skillfully recreated in high quality plush fabrics. The assortment also features their beloved bananas.

Super Monkey Ball	48pcs per carton
Approx 25cm Soft Toys	Carton Dimensions 63 x 43.5 x 33.5 cm
Product 300508	Carton Weight 10.15 kg
3 designs assorted	



Victoria Cupcakes™





Gabby
The Grape Swirl



Charlie
The Chocolate Strawberry



Shelly
The Cherry Swirl



Sarah
The Strawberry Sprinkle



Cody
The Custard Cookie



Lenny
The Lemon Marmalade

With sugar and spice and all things nice these beautiful Victoria Cupcakes have been brought to life with the magic of a little girl's dreams. Most days after school Victoria loves nothing more than helping her grandmother bake cakes at the best tea room in Bakerton. One day her grandmother became poorly, so Victoria decided to open the tea room and bake all the cakes on her own. Every cupcake features a collectable gift tag detailing a persona and profile.

Victoria Cupcakes	48pcs per carton
Approx 20cm Soft Toys	Carton Dimensions 91.5 x 57.5 x 33.5 cm
Product 330468	Carton Weight 11.70 kg
6 designs assorted	







Kimiko



Yuki



Suki



Aiko



Sakura



Mai

Inspired by the 17th Century Japanese tradition of Kokeshi and the latest trend in collectable wooden Japanese dolls, OMG So Kawaii is a soft toy collection comprising of six inspiring & talented sisters. Each doll features a unique origami patterned kimono, highly detailed embroidery and soft plush fabrics. Every So Kawaii doll features a collectable gift tag detailing an inspirational persona and profile.

OMG So Kawaii

48pcs per carton

Approx 25cm Soft Toys

Carton Dimensions
75.5 x 57.5 x 46.5 cm

Product 313102

Carton Weight
12.36 kg

6 designs assorted





BAD

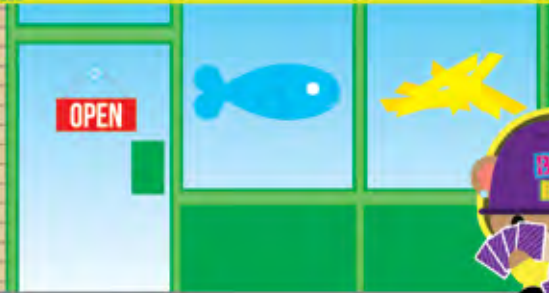
BEAR



BEAR STREET EC2
CITY OF BADDINGTON



Fish ' N ' Chizzle





Baller



Swagger



Lucky



Goldie



Playa



Bling

Everyone loves a Bad Bear and with their flat peaks, bling and brightly coloured hoodies these Bad Bears are the baddest bears you'll find! This crew of six were raised together in the mean streets of Baddington and each bear aspires to make it out of the hood together thanks to their individual skills and talents. Every Bad Bear includes a collector card detailing their mischievous background and charming character.

Bad Bear	48pcs per carton
Approx 25cm Soft Toys	Carton Dimensions 58 x 57 x 61 cm
Product 313607	Carton Weight 14.38 kg
6 designs assorted	





**MONS
TAHH!**



Theo
The Three Legged Triclops



Sammy
The Six Armed Cyclops



Larry
The Long Armed Beast



Toby
The Flying Triclops



Bruce
The Big Mouth Four Armed Beast



Franco
The Four Legged Cyclops

MonstAHH! are rarely seen misunderstood creatures from a far away land! These deceptively cute creatures have each evolved to thrive in different environments, whether they live in a cave, volcano, sky, water, city or forest, each is perfectly adapted to battle for survival. For added play value each MonstAHH! also features a battle card containing character profiles and their special powers.

MonstAHH!	48pcs per carton
Approx 22cm Soft Toys	Carton Dimensions 76 x 65 x 51 cm
Product 313201	Carton Weight 15.65 kg
6 designs assorted	





happy
snacks.





Robbie
the rainbow fruits
ice lolly



Davey
the donut with sprinkles
and glossy blue icing



Sally
the strawberry
ice cream with sprinkles



Debbie
the donut with sprinkles
and glossy pink icing



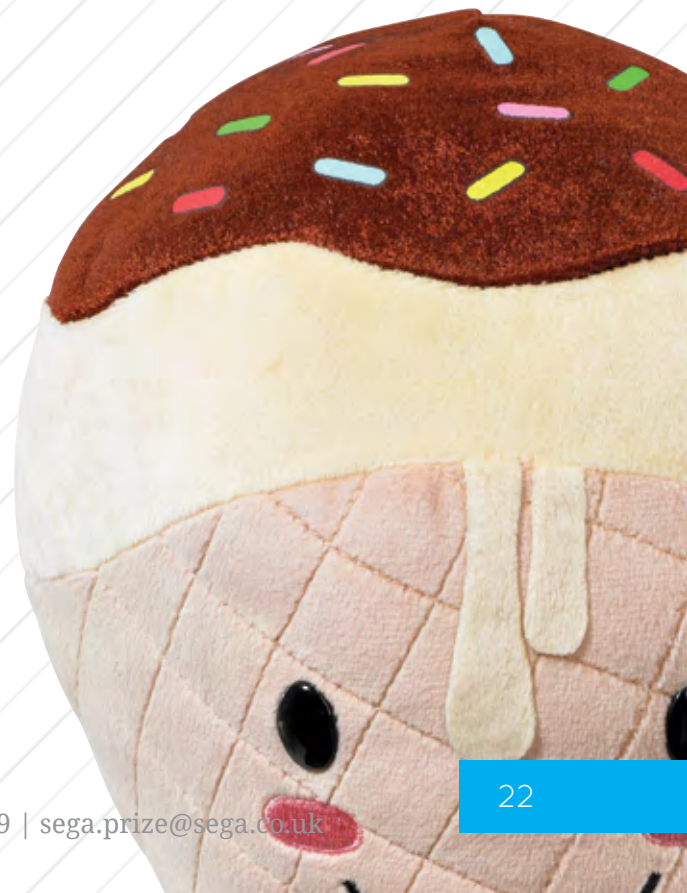
Chuck
the chocolate sauce
vanilla ice cream with sprinkles



Louie
the lolly with
chocolate sprinkles

The Happy Snacks brand takes all of our favourite delicious treats and brings them to life as adorable plush characters. The Happy Snacks Sweet collection are just as sweet as their edible counterparts, with their beaming smiles and happy faces they are always pleased to see you. Each of these confectionary characters includes an individual collector card containing a character profile and a fun fact.

Happy Snacks Sweet	48pcs per carton
Approx 20cm Soft Toys	Carton Dimensions 64.5 x 50.5 x 39.5 cm
Product 313409	Carton Weight 9.40 kg
6 designs assorted	





FAMILY BUCKET



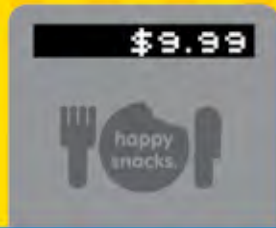
BURGER MEAL



HOTDOG MEAL



PIZZA MEAL





Henry

*the hot dog
with ketchup and mustard*



Frank

*the finger licking
fried chicken drum stick*



Peter

*the pop drink
refreshing fizzy*



Bobby

*the burger
with lettuce and cheese*



Freddy

*the french fries
tasty and crispy*



Paulo

*the pepperoni pizza
cheesy and spicy*

The Happy Snacks Savoury range are deliciously cute with none of the calories! Food based characters are trending across popular culture and youth fashion. The Happy snacks savoury collection creates an affection with food lovers of all ages, bringing tasty treats to life that put a smile on our faces. Each one of these happy scrumptious characters includes an individual collector card containing a character profile and a fun fact.

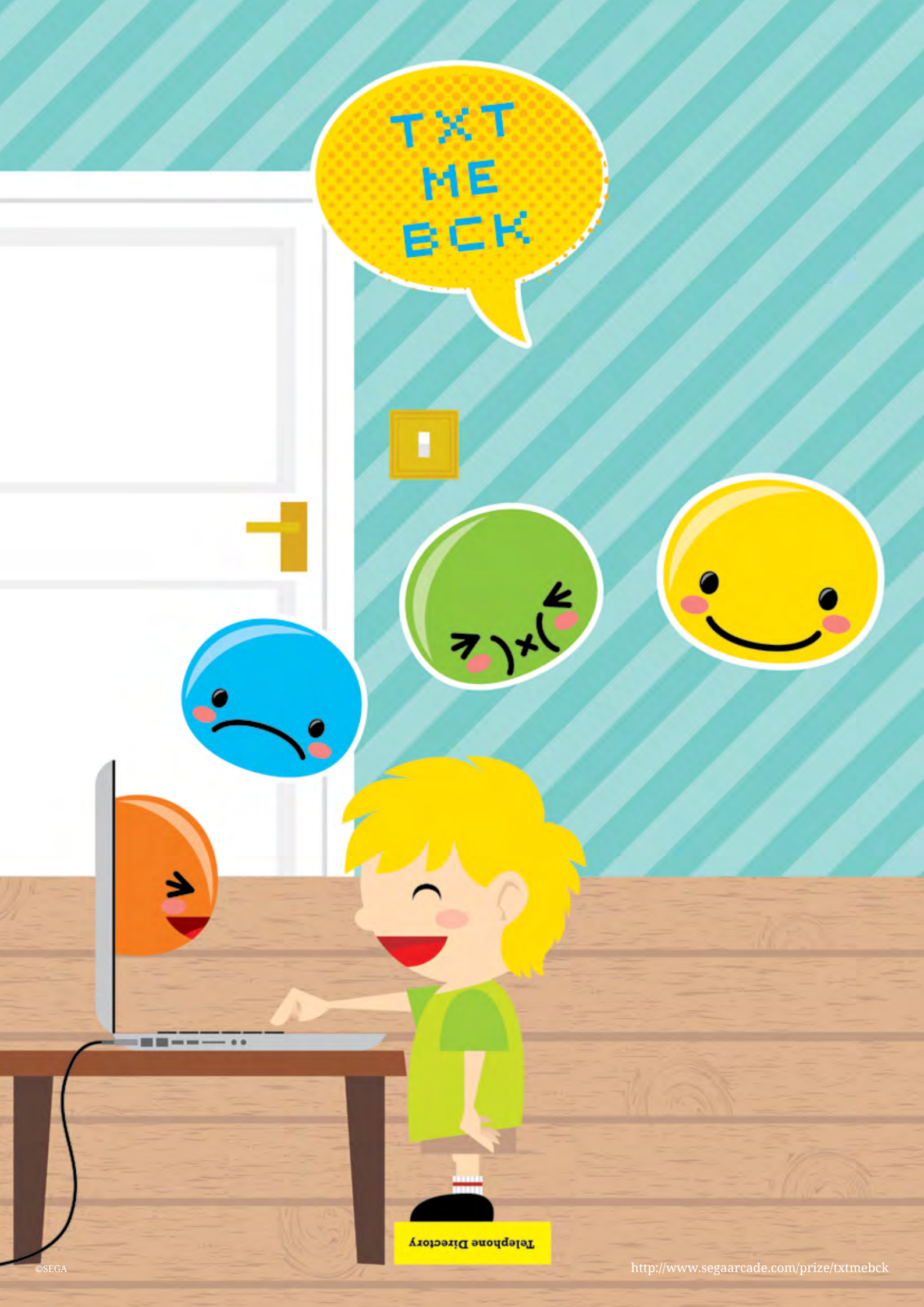
Happy Snacks Savoury 48pcs per carton

Approx 20cm Soft Toys Carton Dimensions
57 x 55.5 x 39.5 cm

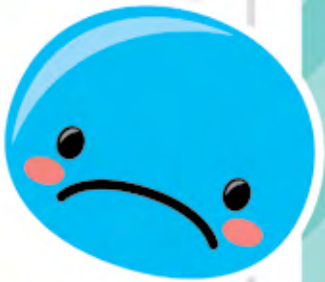
Product 313300

6 designs assorted Carton Weight
9 kg





TXT
ME
BCK



Telephone Directory



<333

[HEART-HEART-HEART]



LOL

[LAUGH OUT LOUD]



LMAO

[LAUGH MY ARMS OFF]



TTYL

[TALK TO YOU LATER]



BARF

[PUKE]



:-P

[RASPBERRY]

Txt Me Bck comes from the digital world of emoticons, where they communicate primarily in txt talk, the same language used on smart phones and social media, so anyone who is familiar with such technology will easily be able to communicate with the Txt Me Bck emoticons. Every Txt Me Bck soft toy features relevant txt talk beautifully embroidered onto their backs. Popular txt talk such as, LOL, :-P and LMAO, is carefully defined on each characters individual gift tag.

Txt Me Bck	48pcs per carton
Approx 15cm Soft Toys	Carton Dimensions 66 x 49 x 43 cm
Product 313003	Carton Weight 10.70 kg
6 designs assorted	







Ben



Jack



Terri



Christy



Nicola



Bailey

The Lovely Nest Owls are the first flock from our fashion inspired patch work bird collection, Lovely Nest. Each cuddly designer owl is hand crafted with a combination of soft plush fabrics, cottons, corduroys and presented to you in an array of contemporary colours. Every individual Lovely Nest Owl features a collectable gift tag containing an inspirational persona and profile.

Lovely Nest Owls	48pcs per carton
Approx 20cm Soft Toys	Carton Dimensions 76 x 69 x 51 cm
Product 313508	Carton Weight 15.85 kg
6 designs assorted	



Tokio Technology



Powered by Android™ 4.0.4
Ice Cream Sandwich



CPU



Storage



Capacitive Touch Screen



Multi-touch Screen



Web Cam



HD Video Player



WIFI



Micro SD

Whether you're tweeting or surfing this 7 inch (17.5cm) tablet is the perfect companion for the fast pace of today's lifestyles. Inspired by the high-tech heart of Tokyo, the Tokio Tablet is the future of portable technology. This amazing device features the Android OS 4.0.4, with capacitive multi-touch screen functionality, WIFI connectivity, webcam and 4GB storage. Google Playstore is also preloaded so you can start browsing apps and games straight out of the box.

Tokio Tablet 2.0

5pcs per carton

7" Tablet PC

Carton Dimensions
42 x 17 x 26 cm

Android 4.0.4 OS

Carton Weight
3.5 kg

Product 330284



Tokio Technology



Powered by
Android™ OS 2.2



CPU



Storage



7" Color Screen



WIFI



Stereo Speakers



Keyboard



SD Card



USB

This super portable Android based netbook is the perfect companion for anyone looking to email, surf the net and social network on the go! The Tokio Techbook offers fans of Google's popular Android OS the functionality of a full QWERTY keyboard, paired with a brightly lit 7 inch display, for those who prefer a more tactile portable experience. This awesome device is preloaded with Google Playstore, offering Android's usual popular Apps including Facebook, Twitter & Angry Birds.

Tokio Techbook

5pcs per carton

7" Netbook

Carton Dimensions
50 x 26 x 20 cm

Android 2.2 OS

Carton Weight
5.6 kg

Product 330277



Tokio

Technology



Powered by
Android™ OS 4.0



Mobile Internet



WIFI Support



Capacitive Touch Screen



Dual Sim Support



Front & Rear Camera



Up to 32GB Storage*

The Tokio Smartphone is powered by Google's Android 4.0 offering you the limitless possibilities of the Google Play Store. With thousands of apps at your disposal, including Facebook, Twitter & Angry Birds, you'll have everything you need in the palm of your hands! Whether your making calls, texting or answering your emails, the beautifully intuitive interface makes conducting any task simply a pleasure. Tokio Smartphone is SIM-Free so you can easily plug in your SIM and off you go!



Tokio Smartphone	5pcs per carton
4" Smart Phone	Carton Dimensions 33.5 x 16 x 10 cm
Android 4.0 OS	
Product 330291	Carton Weight 2.3 kg



999

Thorntons

Gold Chocolate Bullion





All that glitters “can” be gold with the Sega Bullion bar containing 500 grams of Thornton’s finest milk chocolate gold coins. Measuring 30cm x 12cm x 5.5cm this attractive gold bar proudly bears the hallmarks of the prestigious Sega and Thorntons branding, beautifully debossed assuring you of the very best in luxurious quality. Invest in gold and this exquisite Bullion Bar will attract envious glances from many a customer.

Thorntons Gold Bullion	6pcs per carton
500g Chocolate Coins	Carton Dimensions 47 x 33 x 23 cm
10 x 50g Bags	Carton Weight 2 kg
Product 300256	





The Sega Prize team specialise in providing family entertainment centres and amusement locations with high quality licensed plush and merchandise. We take great pride in producing high quality products and do not believe in compromise. Our prize program is constantly growing, by acquiring popular licences that are highly desirable to the players of today. Creativity is our strength and we are always exploring new ideas that excite all ages and genders. We believe in value for money and where possible our merchandise is safe for all ages or as we like to call it 'Sega Safe'.

To arrange an appointment with your area rep, place an order or if you would simply like some information, please contact us now on the dedicated prize line +44 (0)20 831 9089 or alternatively email us at sega.prize@sega.co.uk



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