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UltraGames101™ Presents Play Party Featuring Games from  
SEGA™

### **Leading Video Game Rental Service Launches the First-Ever Video Game Party & Sonics 15<sup>th</sup> Anniversary**

**TORONTO – April 24, 2006** – UltraGames101™ ([www.ultragames101.com](http://www.ultragames101.com)), the leading video game rental service, today announced the launch of hosting the Sega™ Play Party featuring games from Sega™, at Dave&Busters ([www.daveandbusters.com](http://www.daveandbusters.com)). The Event will showcase the newest title's Sega™ has to offer, the event will be also celebrating Sonics 15<sup>th</sup> Anniversary and will take place Friday the 23rd of June from 7:00 - 10:30PM at Dave&Busters in Toronto (120 Interchange Way). Play Party will feature over 20 playable video game stations including Shadow The Hedgehog, Full Auto, Sonic Riders, and gamers will also get their hands on Nubytch's Shadow The Hedgehog PS2 controller. Giveaways will include actual copies of the games from SEGA and goodies from other sponsors for the public. There will also be a special major prize at 8:30pm. All Media press will be catered with Food and Drinks and will receive an UltraGames101 Gift bag with goodies from other sponsors. If anyone is planning on attending this event, further details are available at UltraGames101 website. Please give the company a notice if you plan on attending or not please contact our Public Relations Executive.

#### About UltraGames101

UltraGames101.com is Canada's largest online Game rental service. We offer members access to an always-growing Game library of over 2,500 titles. Our flat-fee membership service combines a simple title selection process, no due dates or late fees, and free home-delivery. Members can rent an unlimited number of Games for a flat fee of \$14.95 a month, with our standard membership plan. They can have 2 Games out at a time and keep them for as long as they want. Our coast-to-coast shipping includes postage-paid return mailers making Game returns easy and free. As Canadians, we at UltraGames101.com know that geography, bad weather and any number of other factors can prevent you from getting to the local video store. Our online Game library, stocked with new releases and older favorites, allows you to rent from the comfort of your own home. We don't have due dates or late fees and shipping is on us. You never have to get up early to return a Game again!

#### About SEGA® of America, Inc.

SEGA® of America, Inc. is the American Publishing arm of Tokyo, Japan-based SEGA® Corporation, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes, and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft, and Sony Computer Entertainment Inc. The SEGA® of America, Inc. Web site is located at [www.SEGA.com](http://www.SEGA.com).

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