

SEGA

ACTION

THE EXCLUSIVE NEWSLETTER FOR SEGA OWNERS

ISSUE NO.1

Hey, Sega fans!

This is the very first edition of Sega Action - a newsletter to tell you all about new products, new games and what's happening in the big, bright world of Sega. Every couple of months you'll receive your own personal copy in the mail. If you didn't get one, and this is someone else's, give us a call and we'll make sure you do next time.

In this issue:-

■ Get a run down on that speedy, blue Segahead, Sonic the Hedgehog, before he runs you down.

■ Catch up with the latest on Sega Roadshows around the country - you could be the next winner in the Final Championships.

■ A quick review of *Alex Kidd in the Lost Stars* - our feature game of the month

Plus the latest in hot new Sega products - T-shirts, caps, watches, you name it.



The Wild Blue Hedgehog!

Sonic the superhero is working for the good guys! Unable to contain his talent any longer, Sega management have taken him on board to show you how it's done.

For those who don't know him, Sonic is more than just a casual Sega fan. He took off from Japan having beaten every game he could lay his paws on, and came to Australia to seek greener pastures and new challenges. He soon got into the Sega National Championships. Needless to say, he kept on winning.

After a while, Sonic became a bit of a problem. He out-played every player at every Sega Roadshow in town. The organisers were forced to throw him off to give the other kids a chance. Rejected, he went interstate, hoping to find a bit of recognition for his supersonic abilities. No such luck. Everytime he touched down

(and he never stays around for long) he beat every Sega-head in town.

Finally, Sonic came back to Sydney. He was tired, his spikes had drooped and his fur had faded to a pale, lifeless blue. No job, no money, no games - he was down and out. Desperate, Sonic presented himself to the boardroom of Sega. Of course, rumours of a great, blue hedgehog who could out-play the best of 'em had already got around. When Sonic showed up, a crisis meeting was held on the spot. The board were unanimous: Sonic was to be the chief roadshow demonstrator.

So there you are. The wild blue hedgehog from the planet Mobius is gonna' show you how it's done. If you want to know where to catch him - and you know you have to be quick - give us a call on the -

Sega Hotline: (02) 663 8788.

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SEGA

What's Happenin'?



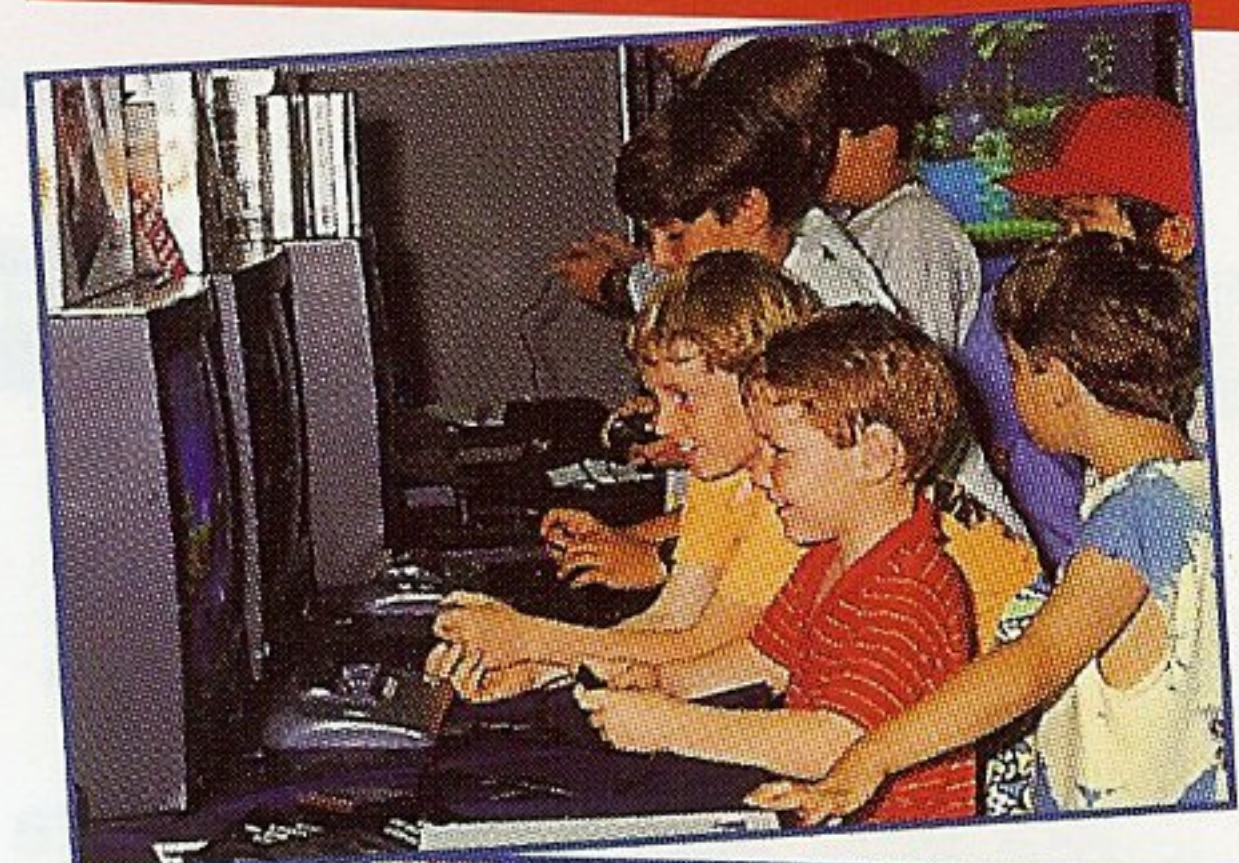
ROADSHOWS

Geez, I can't believe it! It's totally unreal! Australia is going Sega mad and I'm gonna tell ya what's happenin'!!

We've got everything: rad new releases on Mega Drive and System II, plus the awesome hand held Game Gear; we've got the Aussie Sega Super Play-offs and all the roadshows; we've got the Sega Club and the Sega Hotline; and we've got the coolest new merchandise for Australia's coolest dudes.

And best of all, Sega Roadshows!!

- Play all the latest games on Mega Drive and System II - for free!
- Take all the brochures, posters and stickers you want - for free!
- Check out the gaming skills and read all the other Segaheads in your area. And best of all...
- You can get in there, win unreal prizes in the Roadshow comp - the Australian Super Play-offs.



1 Did you know that Sega have their own club? It's called, you guessed it, the Sega Club! There are thousands who have joined up because it's so cheap compared to other clubs (only \$20!!!), and you get heaps of great giveaways and offers only for club members. Just fill out the form and send it off to us.

2 Finally, what everyone's been waiting for, the coolest Sega merchandise is about to hit the market. Wait till you see the Sega baseball cap, t-shirt, and watch. And check out my good mate Sonic and his baseball cap, t-shirt, watch and his Sonic boom. Awesome...

3 Speaking of Sonic, the hedgehog himself will be guest writer for the next "What's Happenin'" in Feb. Can't wait to see what the dude's gonna write - with Sonic, you never know what he's gonna do!

Hey, and don't forget, if you've got any good ideas about doing a Sega school project (remember, it must be educational or it will be uncool for the principal!) let me know. The address is: Aidan Ormond, Locked Bag 7; Rosebery NSW 2018

WHO YA GONNA CALL?

Distressed? suffering? frustrated? feel like you're gonna explode? **CALL THE SEGA MASTERS.**



The Sega Hotline is running hot **365 days** a year! from **10.00am** to **7.00pm**

Hints, tips, cheats, advice and the hot new game of the month - it's all on the hotline!

Give the Sega Masters a call and join the craze that's sweeping the world!

And remember, you can be part of our Super **Sonic** Special all throughout the school holidays.

SURVIVE: Call the Masters on the Sega Hotline (02) 663 8788

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FEATURE GAME OF THE MONTH

Alex Kidd AND THE LOST STARS

Alex fans will remember his adventures in a whole host of strange worlds: *High Tech World*, *Shinobi World* and *Miracle World*. Well, *The Lost Stars* is an even stranger place, and Alex is on another quest...

In his last adventure, *Miracle World*, Alex learned of his royal blood as he saved Aries from the oppressive rule of Janken the Great. Now, the stars of the constellation Aries have yet again been stolen. The evil Ziggurat has returned and it is Alex's job to defeat him and return the stars to the sky. He must follow a journey beyond the imagination, outside the real, behind space and above time.

Your mission, as Alex, is to get back the stars that were stolen from the constellation. To do this, you must recover the twelve Miracle Balls.

Race through each round as quickly as possible - there's a really tight time limit -



to get each of the Miracle Balls. If you collect the Jump Stars, you can jump higher and farther; if you catch a cloud star, you can shoot at creatures you see in the rounds. The number of shots you have appears in the upper left corner of the screen.

Alex and the Lost Stars is a Master System platform game with all the hot graphics and sound you've come to expect from Sega. Watch out for this one - it's a great game and terrific for kids, but a word of warning: Alex's adventures are always highly addictive...



ZOOOMMM

Yo, Alex fans, we're not foolin' around! If you zoom down to your nearest Sega dealer and grab your copy of Alex Kidd and the Lost Stars BEFORE December 27, we'll send you a Sonic Pack absolutely free!!

All ya gotta do is cut out the bar code panel from the back of the box and send it in to us with some proof of purchase (like a receipt from the shop, so we know it's your Kidd!) along with your name and address in a self-addressed envelope and we'll rush your free gift to your house before ya can say Sonic was...

And, as if there weren't enough great reasons to join the super Sega Club we'll send you a special Sega Surprise Christmas Pressie if you join up now, or if you're already are a member!!

SEGA ROADSHOW TOUR DATES

December 1991 to January 1992

NEW SOUTH WALES

Leichardt Market Town	2 Dec - 14 Dec	Merrylands K-Mart	9 Dec - 20 Dec
Bass Hill	30 Dec - 10 Jan	Campbelltown Mall	16 Dec - 27 Dec
Ashfield Mall	30 Dec - 10 Jan		

VICTORIA

Airport West K-Mart	2 Dec - 7 Dec	Box Hill Zig Zag	16 Dec - 21 Dec
Hoppers Crossing K-Mart	9 Dec - 14 Dec	Corio K-Mart	16 Dec - 21 Dec

QUEENSLAND

Loganholme Hyperdome	9 Dec - 22 Dec	Carindale Big W	9 Dec - 21 Jan
Capalaba K-Mart	23 Dec - 4 Jan	Target Indooroopilly	23 Dec to 4 Jan

WESTERN AUSTRALIA

Maddington Metro	2 Dec to 7 Dec	Freemantle Toyworld	9 Dec to 14 Dec
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Sega Action

HOT TEN

- Sonic the Hedgehog
- Xenon II
- Back to the Future 2
- ToeJam and Earl
- Super Kick-Off
- Arnold Palmer Golf
- Golden Axe
- Moonwalker
- Super Monaco Grand Prix
- Ghouls and Ghosts

