**SONIC & KNUCKLES**

**SONIC & KNUCKLES will blow your mind!** On October 18, Sega will introduce the first game in history to have the revolutionary LOCK-ON™ technology. Sonic & Knuckles unlocks video game barriers, allowing Knuckles to run riot through all-new pathways and mystery mazes in SONIC 2 and SONIC 3. Play as Knuckles and discover hidden chambers, power-ups and other surprises that even Sonic has never seen before!

Sonic & Knuckles is also a high-speed game in itself. This head-to-toe adventure lets you be the ever-cool Sonic or the new comer Knuckles. Overcome a host of heinous enemies, hunting for the haunting Dr. Robotnik to reach a multitude of hair-pulling ending sequences. This game is absolutely awesome!

**SEGA’S ROCK THE ROCK TV SPECIAL**

The competition...

On Saturday, October 8th at Hard Rock Cafes around the globe, top video game players will compete for the chance to play SONIC & KNUCKLES at ROCK THE ROCK — the most radical video game tournament ever.

Worldwide winners will be flown to San Francisco, CA for the final competition on Alcatraz Island on October 9. Five additional random winners will qualify for the contest by calling the 1-800 number found only on Sonic & Knuckles P.O.P. at retail.

Hosted by MTV's Bill Bellamy, Rock the Rock will air October 17th on MTV at 9:00pm. The event will also be promoted on radio stations across the country.

After it’s all said and done, one survivor will rise to the ultimate challenge and become the world’s Best Sonic & Knuckles video game player, walking away with an incredible prize of $25,000!

In addition, Sega of America will be donating $25,000 to Alcatraz's renovation fund.

**KNUCKLES ESCAPES!**

Knuckles, co-star of the new game SONIC & KNUCKLES, has escaped from Sega’s top secret development facilities in Redwood City, CA. In an effort to outshine super-star Sonic, the red Echidna has gone underground and is nowhere to be found. Sega has issued an All Points Bulletin (APB) and will be searching the world over to find him.

Knuckles is fast and has a host of unique talents at his disposal. He climbs with his knuckles, glides through the air with his dreadlocks and is capable of maneuvers that other video game characters find virtually impossible. In other words, he’s a really bad dude.

**SAVE $10 BY MAIL LIFE SAVERS**

Collect 10 original wrappers from participating Life Savers Products and get a $10 Mail-In Rebate on Sonic & Knuckles or any of the following: Sonic the Hedgehog, Sonic 2, Sonic 3, Sonic Chaos, Sonic Spinball, or Sonic CD.
**Sega Sports Page**

**GENESIS & GAME GEAR**

**NFL '95**

It's 4th and long, and you've just used your last time out. There's only 8 seconds remaining, and your San Francisco 49ers need 72 yards to get into the end zone. You and Taylor go deep, while a play action to Watters slows up the upset Packer D pass rush. Reggie White isn’t fooled, but Young avoids his dive as White is drilled by the fullback. Young breaks out of the pocket, and sees you break free 65 yards downfield. But wait, you're Jerry Rice, and you call for the ball!

**Touchdown!**
Film at 11:00 baby!

The all new NFL '95 by SEGA SPORTS features a new football engine created specifically for the Genesis!
- Rotating Field with 65 yards of view!
- Players scale in size as they run downfield!
- Dynamic animations such as diving catches, leaping pass blocks, and diving tackles!
- The Most Realistic Sound Effects Ever!
- All 28 NFL Teams, Logos, and Real Players!
- Full season of stats, league leaders, and career best performances!
- Using Team Player, 4 people can play on the same team or 2 can play against 2!

Are you ready to play REAL NFL football?

**AVAILABLE TOUCHDOWN TUESDAY**
**NOVEMBER 15, 1994**

**GENESIS**

**College Football’s National Championship**

**Settle it on the Field...**

Who has the #1 College Football Team in the land? Decide for yourself! SEGA SPORTS' new college football game lets YOU decide the National Championship, the way it was meant to be decided, on the field!

The Top 32 college football teams in the nation square off in exhibition, divisional challenge, and “Race for #1” play. Then play your own National Championship Tournament to settle who's #1! Notre Dame, Penn State, UCLA, Michigan, Miami, Nebraska - they're all here!

**Making the Grade...**
- “You can’t find a better college game unless you enroll!” Diehard GAMEFAN Magazine
- “The Best Genesis Football Game to Date!” Videogames Magazine
- “Ultimate Game Award” Game Players Magazine

**AVAILABLE NOW**

**GAME GEAR**

**Fred Couples Golf**

**A Hole In One!!!**

The first SEGA Game Gear golf game in 3 years!

Sega Sports and Masters Champion Fred Couples combine to bring you all the elements of the real thing in this HOT Game Gear golf game. You can play against the PGA Tour great, Fred Couples, or you can play as Fred and drive the ball 300 yards!!!

- 4 courses, 4 levels of difficulty and realistic shot control make this a Golfer's Dream Come True!
- Spectacular Graphics
- Training, Stroke Play, Match Play and Tournament
- Ball control - Fade/Draw and hit it High/Low
- Multiple Golf Club Combinations
- 1 to 4 Players

**COMING IN NOVEMBER**

**GAME GEAR**

**World Series Baseball ‘95**

**Take the Mound with the New “Center Field View”...**

World Series Baseball ‘95 features the new “Center Field View” which puts you face to face with real Major League hitters. Choose hurlers like Maddux, Rijo, Key, or Mussina to face sluggers like Bonds, Justice, Canseco, or Thomas. It features the new 6 Division Alignment & playoff structure. Select any of the 28 Major League Teams, with all 700 Major League Players and play a full season with real league play, playoffs, and the World Series!

World Series Baseball ‘95 is the successor to last year’s top selling World Series Baseball on Game Gear. It features 1994 Rosters complete with all off-season trades and free agent moves. The ONLY Game Gear baseball game licensed by Major League Baseball Properties, and the MLBPA, is brought to you by SEGA SPORTS. Hey, it even has Team Edit which allows you to create your own Dream Team! So, are you ready to take the mound?

**AVAILABLE OCTOBER**

Curtis Broome, SEGA SPORTS EDITOR
New Video Game Rating System

The Entertainment Software Rating Board (ESRB) has unveiled an industry-wide rating system. This new system is the result of a year-long cooperative effort between Congress and the video game industry.

Sega, at the forefront of the development of the national system, was the first manufacturer to adopt a rating system as well as an in-depth consumer education program.

ESRB ratings will begin to appear in the fall of 1994. The following chart shows the relationship between the existing rating systems and the new ESRB system.

Games that are a Science!

Sega has announced it will be the North American distributor for ROCKET SCIENCE video games. This fast-growing interactive entertainment company is developing games for the IBM-PC, Sega CD and Genesis 32X platforms.

With this relationship, Rocket Science becomes Sega's first affiliate label, marking Sega's entry into the expanding $1 billion PC-CD-ROM market. The distribution agreement opens Sega's 20,000 video game and PC software retail doors and puts a proven direct sales force behind Rocket Science. Bertelsmann Music Group (BMG) has also signed a similar distribution partnership with this up-and-coming company.

This fall, two titles will be released with Rocket Science's exclusive technology franchise, GAME SCIENCE. LOADSTAR: THE LEGEND OF TULLY BODINE™ is an interplanetary trucking action/adventure based on an original screenplay by Rocket Science co-founder and movie production legend, Ron Cobb. CADILLACS AND DINOSAURS: THE SECOND CATACLYSM™ is an authentic comic book thriller based on Mark Schultz's popular graphic novel series.

FREE SEGA T-SHIRT

To show our appreciation for your continued support of Sega Products, we would like to send you a Free SEGA T-shirt. Simply mail this coupon (or a photocopy) to the below address. It's that easy! But you better hurry, T-shirts will only be sent to the first 2,000 people who redeem this coupon.

Name __________________________

Address ________________________

Company ________________________

Size (Circle One) Large X-Large

Please send to:

Sega of America
Sonic Times Free T-Shirt
255 Shoreline Dr.
Redwood City, CA 94065
Welcome to the X Level

In case you haven't heard, Sega will once again revolutionize the home video game industry. The GENESIS 32X attaches to the Sega Genesis or Sega CD to deliver games for the home that are better than many of today's coin-op arcade machines. And, it's priced at under $160!

Leading Software Publishers commit to GENESIS 32X

Over two dozen of the industry's top software publishers have committed to producing games for the Genesis 32X. Companies that have announced plans include prominent developers like Absolute, Acclaim, Accolade, Activision, American Software Toolworks, American Technos, Atlus Software, Capcom, Capito Multimedia, Core Design, Crystal Dynamics, Domark, GameTek, Hi-Tech Entertainment, Interplay Productions, JVS Musical Industries, Konami, Playmates Interactive, Sony Imagesoft, Sunsoft, Takara USA, Time Warner Interactive, Twentieth Century Fox Interactive, Vic Tokai, and Virgin Interactive, just to name a few.

X-citing Rebate Offer...

There will be six $10 rebate coupons packed into Genesis 32X hardware units. Consumers will receive coupons for each of the following: STAR WARS ARCADE, DOOM, GOLF MAGAZINE PRESENTS 36 GREAT HOLES, VIRTUA RACING DELUXE, STELLAR ASSAULT and METAL HEAD. That's a savings of $60!

Check out Sega's X-tremely Cool New Titles...

**STAR WARS® ARCADE**

STAR WARS ARCADE bursts on Genesis 32X with 4 mega-levels of the fastest inter-galactic action ever! Textured, polygon-based graphics explode across the screen as you tear through space in your X-wing fighter! Defeat the notorious enemies of the Star Wars trilogy - including the sinister Darth Vader. This incredible flying adventure culminates in a tremendous battle against the ominous Death Star!

**AVAILABLE NOVEMBER**

**VIRTUA RACING™ DELUXE**

Start your engines, Virtua Racing Deluxe is zooming onto Genesis 32X! Thrilling polygon-based graphics make the sensation of driving in a Formula One car so real you'll be reaching for the seatbelt!

You can choose from 3 different cars and 5 killer courses. *This game leaves the others smelling nothing but fumes!*

**AVAILABLE NOVEMBER**
DOOM™

Based on the wickedly popular PC game, DOOM comes to Genesis 32X with smooth point-of-view animation and detailed, dangerous labyrinths of rapid-fire adventure.

Here's the story...

You're a tough marine biding for time at an outpost on Mars. The government is experimenting with inter-dimensional space travel on the two moons when something goes terribly wrong. Ghastly monsters are entering your plane of existence and destroying everything in their path. Your fellow Marines have met their Maker and now it's up to you and you alone to face the essence of the evil!

Unspeakably horrible monsters and lost souls pull and tug at your every move as you fight for your life in this frightening adventure!

AVAILABLE NOVEMBER

GOLF MAGAZINE® PRESENTS 36 GREAT HOLES STARRING FRED COUPLES

Sega Sports and Golf Magazine have linked together 36 of the most spectacular golf holes in the U.S. It's all here - the sand traps, the lush fairways, the long drives, the rolling greens - all the elements of the country's most famous courses including PGA National, Doral, Firestone, Bay Hill, Harbour Town and more! There's not a golfer in the world who will be able to resist teeing-off!

This fabulous game stars Fred 'Boom Boom' Couples, one of the best and most popular players on the tour. As you play, Fred gives you expert advice and even makes comments on your game.

Superb 32-bit graphics make all the elements, from ponds to the rough, appear in vivid detail and colors.

AVAILABLE DECEMBER

MOTOCROSS™ CHAMPIONSHIP

Motocross Championship on Genesis 32X has all the elements of the real thing. The dust in your eyes, the mud in your hair, 30 foot high leaps over triple jumps. And you may even find yourself crashing into a helpless heap. All this realistic action and fun is only possible on the all-new Genesis 32-X.

Roar and tear up the track on 3 different classes of motorcycles on 12 spine-jarring tracks!

AVAILABLE DECEMBER
SEGA CLUB™ will be introduced this month with tons of marketing support. National television, print and POP will help spread the word that Sega has a whole sub-brand devoted to younger gamers. The Sega Club line will include hardware and peripheral products, as well as cross platform software developed by Sega and third party software producers. Here's a quick look at a couple games due out for release on Sega Genesis...

**CRYSTAL’S PONY TALE**

When a crabby witch casts a wicked spell, Crystal the Pony's friends are prisoners! Crystal gallops through flowery fields, dark forests and spooky caves, searching for the magic crystals that will free her pony pals!

**AVAILABLE OCTOBER**

**DISNEY’S BONKERS**

Cool cop Bonkers D. Bobcat has just gotta get elected 'Officer of the Month!' He speeds around Hollywood in his souped-up cruiser, ever ready to stop the bad guys - with doughnuts!

Straight from the hit children's TV show, DISNEY'S BONKERS features cartoon craziness for kids 6 to 11+. This fantastic game takes youngsters through cool locations like Hollywood Junkyard, Museum Heist and Studio Warehouse.

Grumpy cooks, hair raising chases and mind-scrabling mazes make this a full-tilt Hollywood cartoon caper!

**AVAILABLE OCTOBER**

**GHOSTWRITER**

Sega of America and the Sega Foundation announced its nearly $1 million support of Ghostwriter, PBS's highest rated program for school-aged kids. As it enters its third season, Ghostwriter, the multi-faceted series, will air six days a week on local PBS stations throughout the U.S.

"Ghostwriter's multi-media heritage is a perfect fit with our company's belief in the power of interactive media. The successful blend of education and entertainment makes us proud to be its primary corporate sponsor," says Tom Kalinske, Sega's president and CEO. "This sponsorship, along with the efforts we have put into children's health and education issues through the Sega Foundation, reflects our commitment to giving back to the children who play a large part in our success."

In addition to providing financial underwriting, Sega will help promote Ghostwriter and information age literacy to kids, parents and educators.

**SONIC THE HEDGEHOG!!!**

Six-year old DJ Winston Day from Brooklyn, New York, affectionately named his New Found-land puppy 'Sonic the HedgeDog.' Sonic was born 3/1/94, weighs 45 pounds and loves children. DJ will be entering the first grade this year in a talented and gifted program. He plays Sonic video games, owns a Sonic Doll, has Sonic posters in his room, watches the Sonic cartoon and even wears Sonic underwear! Now that's a true-blue fan.
**THIRD PARTY NEWS**

**PANIC!**

Due to hit the stores in late October, **PANIC!** is a one of a kind title guaranteed to produce uncontrolled laughter. This puzzle game has over 1,000 different screens and is filled with off-the-wall humor reminiscent of Monty Python and Benny Hill. Seeing is believing and you will see just about everything on your journey through this CD game.

*No stress, no tension, and no arthritic discomfort, just relax, kick back and enjoy the show!*

Publisher: DATA EAST  
Rating: MA-17

**In Brief...**

**KONAMI**

Early Reviews are in: Electrifying titles from Konami this 4th Quarter!  
- Supported with a multi-million dollar TV campaign, look for the hit licensed property, **ANIMANIACS** to capture the imaginations of gamers everywhere.

- The explosive arcade sequel **LETHAL ENFORCERS II - GUN FIGHTERS** shows up this October with wild west action and an attractive MA-13 rating.

- **CONTRA: HARD COPS**, the game Genesis users have been wanting to buy for years, powers its way to store shelves this October. Watch for one of the most unique TV spots ever to promote a game!

**DATA EAST**

- Data East will be bringing their great pool simulation to Sega CD. **SIDE POCKET SPECIAL EDITION** will be available around Thanksgiving and packed with many features including digitized story mode and CPU play.

**VIC TOKAI**

- Due for release this holiday season, Vic Tokai will be producing **DARK SEED** for Sega CD.

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**Help!**

Direct from Sega Consumer Services, this monthly Question and Answer section features some of the most common issues on Sega's Consumer Service hotline. If you have a question for Sega, please call us at:

- *(415) 591-5915* - Play Tips and Codes  
- *(800) USA SEG* - Hardware Problems/Trouble Shooting  
- *(800) 379 KIDS* - Sega Rating System

**QUESTION:** I'm not getting any power to my SEGA system. What might be causing this?

**ANSWER:** Make sure that the adaptor is firmly inserted into the AC port on your SEGA system. Also, be sure that the adapter is plugged into a functioning wall socket. If a replacement adaptor is needed, you will want to obtain a SEGA AC adaptor with the same model number as the one recommended in your hardware owner's manual. You can also check the bottom of your unit on the serial number label for the correct AC adaptor to use with that particular system. If a functioning AC adaptor is not powering your unit, the problem may be caused by the unit itself.

**We have a Winner!**

Andy Ferree of Ingram Entertainment in Des Moines, Iowa has won a free SEGA GENESIS SYSTEM featuring SONIC 2.  
*Here's Andy's winning answer for August's Sonic Times Contest...**  
**QUESTION:** Why is Sega the coolest video game system on the market?  
**ANSWER:** "The Name says it all - Super, Exciting, Game Action!" Thanks to Andy and the other entries!
# SEGA'S TOP TEN TITLES

**GENESIS**
1. World Series Baseball (GA)
2. Sonic 3 (GA)
3. Disney's Aladdin (GA)
4. Batman Returns
5. Eternal Champions (MA-13)
6. Streets of Rage 3 (MA-13)
7. X-Men (GA)
8. Evander Holyfield Boxing (GA)
9. Gunstar Heroes (GA)
10. Triple Score

**GAME GEAR**
1. Disney's Aladdin (GA)
2. Sonic Chaos (GA)
3. X-Men (GA)
4. Eco the Dolphin (GA)
5. Jurassic Park (GA)
6. World Series Baseball (GA)
7. Ren & Stimpy (GA)
8. Roadrunner (GA)
9. Taz-Mania (GA)
10. GP Rider (GA)

**SEGA CD**
1. Formula One GP (GA)
2. Tomcat Alley (MA-13)
3. Sonic CD (GA)
4. Dark Wizard (MA-13)
5. Jurassic Park (GA)
6. Joe Montana Football (GA)
7. Dracula Unleashed (MA-13)
8. Slikheed (MA-13)
9. Spider Man (GA)
10. Prize Fighter Boxing (MA-13)

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### Marketing Calendar

#### OCTOBER

**New Products**

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<th>GENESIS</th>
<th>Art of Fighting (MA-13)</th>
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<td>Cruella's Pony Tail (GA)</td>
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<td>Shining Force 2 (GA)</td>
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<td>Sonic &amp; Knuckles (GA)</td>
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<td>GAME GEAR</td>
<td>Shining Force 2 (GA)</td>
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<td>World Series Baseball '95 (GA)</td>
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**SEGA CD**

| Android Assault (NYR) |
| Midnight Racers (NYR) |
| CD Backup RAM Card |

**SEGA TOYS**

| Pops |

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### OCTOBER

**Television Advertising**

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<td>Sega Game Hardware</td>
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<td>Sega TV Show</td>
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<td>Sega Toys - Pico, IR 7000, Pocket Arcade</td>
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<td>Power Rangers (GA)</td>
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<td>Wacky Worlds (GA)</td>
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<td>Cosmic Carriage (NYR)</td>
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<td>Doom (MA)</td>
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<td>Midnight Racers (NYR)</td>
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<td>Star Wars Arcade (GA)</td>
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<td>Virtua Racing Deluxe (NYR)</td>
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**SEGA CD**

| Eco: Tides of Time (GA) |
| Sega Game Gear Family |

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### NOVEMBER

**Print Advertising**

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### DECEMBER

**Point-of-Sale Support**

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<td>Pico Try Me Display</td>
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**SEGAdirect**

Sega Direct is a merchandising program specifically designed for independent video retailers. For information, call (800) 204-SEGAdirect.