



## Contacts

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## Sega Amusements and Fantasy Entertainment Announce Major Distribution Agreement

*Fantasy's complete line of photo amusements to be represented  
by Sega throughout the UK, Europe, Russia, and Middle East.*

LONDON, ENGLAND / SALEM, NH, USA – January 25, 2010 – Sega Amusements Europe ([www.sega-amusements.co.uk](http://www.sega-amusements.co.uk)) and Fantasy Entertainment ([www.fantasyent.com](http://www.fantasyent.com)) today announced that effective immediately, Sega Amusements Europe will represent US-based Fantasy Entertainment's full product portfolio throughout their territory of the United Kingdom, Europe, Russia and the Middle East, and includes their latest photo booths "BlabaBooth" and "Foldin' Fotos." Both companies will co-exhibit at the European Amusement and Gaming (EAG) Expo in London, England from January 26-28, 2010 (Booth #s 950, 1050, and 1060).

"Sega is delighted to be associated with Fantasy Entertainment," says Justin Burke, General Manager, Sales for Sega Amusements Europe. "Their great range of products and reputation on the global stage dovetails perfectly into our existing portfolio and company strategy. We are very excited to show the full line of new products at the inaugural EAG Expo. We have demonstrated in the past 12 months that we have been aggressive in aligning ourselves with the best in the business, and this deal is another example of that."

"The Sega brand has amazing respect in the industry, and we're very pleased to have them represent our growing product line," says Steve White, Fantasy Entertainment's Vice President and General Manager. "The demand for our new product initiatives has reached global proportions in an unprecedented manner, and the strength of Sega's operations and global reach will allow our latest photo booth innovations to quickly be made available to an enthusiastic market around the world."

### About BlabaBooth

Every BlabaBooth session begins with the selection of novelty graphics that accentuate each perforated photo strip, and ends with video playback of the captured session on exterior monitors so the fun experience is re-lived while

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photos are printing. Photo and video content is then uploaded to the Internet via a network connection or cellular modem. On the bottom of each strip, patrons will find a unique code allowing them to claim their photos and videos from the companion [BlabaBooth.com](http://BlabaBooth.com) website. There, patrons can view their own video and photos along with others made public by the growing community of users. Seamless integration with social networking makes it easy for patrons to share these entertaining photos and video clips with friends and family everywhere. All this makes BlabaBooth a photo amusement experience unlike any other!

### **About Foldin' Fotos**

Foldin' Fotos is Fantasy Entertainment's most versatile photo booth output to date. Each patron gets four poses that combine with their choice of graphic theme to produce eight colorful images that are printed on an exclusive, pre-perforated, glossy paper stock. Each image is showcased individually and in groups of four. Patrons then peel away the paper's unique adhesive backing and fold the photos back onto themselves to produce four, double-sided, long-lasting photo cards. In addition, two new themes ensure that Foldin' Fotos entertains like no other photo booth - the "Strike a Pose" theme adds a new level of interactivity by prompting each user to make funny faces and gestures, and the "Pop Art" theme generates photos with an authentic "Warhol-esque" look.

### **About Fantasy Entertainment**

Fantasy Entertainment is a privately held company and North America's largest owner/operator of electronic self-service photo imaging kiosks. Started in 1995, Fantasy Entertainment now operates nearly 2,700 photo kiosks within marquis destinations, major malls, zoos, museums, aquariums, casinos, and hundreds of other high traffic outlets and tourist locations throughout the United States. Fantasy Entertainment is also an international supplier to distributors and operators in over 30 countries. The company is headquartered in Salem, NH, USA. More information can be found at [www.fantasyent.com](http://www.fantasyent.com).

### **About Sega Amusements Europe Ltd.**

Sega Amusements Europe Ltd. develops and distributes coin operated amusement games, novelty games, kid's products, simulators and attractions for Europe, Russia and the Middle East. Sega products are played by millions of people all over the globe every day and its history reflects the constant change in consumer appetites. Sega Amusements Europe Ltd. is committed to develop its business in new and undiscovered areas whilst providing the best customer service and technical support. More information can be found at [www.sega-amusements.co.uk](http://www.sega-amusements.co.uk).

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For more information or to schedule an interview, please contact Scott Cavanagh at (603) 459-1707 or send email to [scavanagh@efotobooth.com](mailto:scavanagh@efotobooth.com).

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