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14th November 2018

HOOPLA WINS PRESTIGIOUS BRASS RING AWARD FOR BEST NEW PRODUCT!

Sega Amusements International are the proud winners of the prestigious Brass Ring award for [Hoopla](#), for Best New Product in the Arcade & Video Games Category. A collaborative development by Sega and ICE, Hoopla is the latest addition to the incredibly famous carnival themed skill wall games.

Upon receiving the award Paul Williams, CEO at Sega, commented “We are delighted and humbled by the industry’s recognition for our innovation and the quality of entertainment delivered by Hoopla.”

Joe Coppola, Vice President at ICE, says “Hoopla is a phenomenal addition to the skill wall, on location it is an instant hit with all ages of the family. For Hoopla to win a Brass Ring award is testament to the games popularity”.

Hoopla is Sega’s latest skill-based Redemption game, that’s getting glowing reviews from customers all over the world. As the clock counts down players must hook hoops on all seven pegs to enter the bonus round. Then in the exciting bonus round the player must catch the moving lit peg with a hoop, to win the big-ticket bonus. Designed with the family in mind the game is brightly lit with a low and wide playfield to encourage parents and kids, or friends to team up, and enjoy the game together. The conveyor belt constantly feeds players with more hoops so to keep the game fun and entertaining throughout.

Sega Amusements International would like to thank the IAAPA awards committee for awarding [Hoopla](#) the new product brass ring award.

To order Hoopla now speak to Sega on +44 (0)208 391 8090; +1 (847) 364-9787; sales@segaarcade.com, or contact your local Authorized Sega Distributor. For sales in Central and North America contact ICE on play@icegame.com +1 716 759 0370.

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