

Speech by Rick Rochetti
President and COO of Sega Amusements USA, Inc.
Grand Opening Celebration – March 15, 2006

I'd like to begin by thanking everyone for making it out today to celebrate our new office building with us. It was really important for us to bring the industry together here today because all of you have been very true and faithful to the former Sammy USA as well as Sega Amusements USA, and for that I say thank you.

At this time, I'd also like to welcome our special guests and thank them for their unrelenting support.

Mr. Satomi, Chairman & CEO, Sega Sammy Holdings Inc.
Mr. Oguchi, President & COO, Sega Corporation
Mr. Mori, Corporate Director, Overseas Amusement Business Division, Sega Corp.
Mr. Hotta, Executive Officer, President Office, Sega Sammy Holdings
Mr. Sugino, Corporate Officer, Amusement R&D Division, Sega Corp.
Mr. Yagi, Corporate Officer, Amusement R&D Division, Sega Corp.
Mr. Tsurumi, Corporate Officer, CEO, Sega of America, Inc.
Mr. Yoshimoto, R&D Creative Officer, Amusement Related R&D Group, Sega Corp.
Mr. Satomi, Corporate Director, SAU, SOA, SEUI
Mr. Kurosaki, Corporate Director, SAU, SOA, SEUI
Mr. Ben Kitay, President & COO Sega Entertainment USA Inc.
Mr. Ogawa, Executive Vice President, Sega Entertainment USA
Mr. Uchijima, Vice President, Sega Entertainment USA
Ms. Tristan Higgins-Goodell, Senior Legal Counsel, SAU & SEUI
and representing the city of Elk Grove Village, Mayor Craig Johnson.

As the world's largest game manufacturer, Sega has three major group companies here in the US: Sega Amusements USA, Inc., Sega Entertainment USA Inc. and Sega of America, Inc.

I'd like to acknowledge my own staff for their hard work this year and for what they have contributed to the company of Sega. We recently completed a major office move, which required hours of packing, labeling, organizing, and an immeasurable amount of work put into the warehouse in addition to their daily workload. This couldn't be done without teamwork and dedication.

I'd also like to point out the effort made by our ASI and Grand Opening teams. We're putting on a great party and we hope the energy will continue through the show, which starts tomorrow.

Sega Amusements USA has had a lot to speak for this year. The growth of our company does not stop with a beautiful new 70,000 square foot home, but we have successfully completed the merger into Sega Holdings USA, and we are in what you'd call a hiring spree right now.

There's much in store for product releases this year to follow up a successful 2005. Our Lindbergh Hardware system has been nothing but a success. I am proud to say that Sega's technology is cutting-edge and top-of-the-line in the industry. As you can see behind me, we have a sneak peek of new titles to come on the system, available now for viewing: the House of the Dead 4 Special, and Virtua Tennis 3.

We are also gearing up to launch our first title on ALL.Net, which is the name for our online tournament network system. We can look forward to Extreme Hunting Tournament Edition early this summer. In Japan, there are currently 7 titles on ALL.Net, over 45,000 linked game boards in 2800 locations. We are very excited to be introducing it to the industry.

I'd also like to point out that Ford Racing Full Blown debuted to rave reviews at the ATEI show in London. This licensed game was developed by a team in Europe. This is Sega Amusements Europe's first title and a great one at that. We are proud to introduce it to you now, and excited to show it at the ASI show tomorrow.

We have established a "New Business" division as we wanted to have a team which will concentrate on the Kids Trading Card Games, targeted to the 6 to 12 year old player. MushiKing, The King of Beetles, Dinosaur King and Love & Berry will be the first products that this team will handle. These unique games feature collectible trading cards that have taken the Japanese market by storm. We look forward to bringing that success here to our market. Watch for our exciting launch coming soon!

In closing, I would like to stop and acknowledge what Sega means to this industry and to me personally. We are here to deliver you exceptional product, customer service and innovations. Take a look around at what we have to offer. Look at us now at the end of the merger year, and also think what Sega promises for the future. I, myself, am very proud of who we are and I thank each and every one of you for supporting us

Now it is my distinguished honor to introduce our next speaker. This is a man that for over 40 years has made a commitment to the coin-op industry and has always seen the importance in what we do. His dedication shows not only in this industry as a whole, but in our Sega Amusements division here in the US. With the unparalleled support and leadership of Mr. Satomi, we operate with the highest standards and dedication that you see today. So, at this moment, please welcome the Chairman and CEO of Sega Sammy Holdings: Mr. Hajime Satomi.

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