



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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SEGA AMUSEMENTS USA, INC. LAUNCHES NEW WEB SITE, WWW.SAU.SEGA.COM

SEGAARCADE.COM AND SAMMYUSA.COM ARE NOW SAU.SEGA.COM

Elk Grove Village, IL July 25, 2005 – Sega Amusements USA, Inc. has launched their new web site combining segaarcade.com and sammyusa.com.

About the Sega/Sammy Group

On October 1, 2004, SEGA and Sammy established SEGA SAMMY HOLDINGS, and made a new start as the SEGA SAMMY Group to further its leading position as a global total entertainment company, to merge corporate resources, and maximize corporate value. The company's US subsidiaries – Sega Amusements USA, Inc. and Sammy USA – joined forces under the Sega banner, April 1, 2005 locating their headquarters in Elk Grove Village, IL.

About WWW.SAU.SEGA.COM

The company needed a unified web presence which led to the creation of WWW.SAU.SEGA.COM. "We want to make it as easy as possible for customers to access company and product information on the web," stated Sega's Director of Marketing, Peter Gustafson. "We've created a user friendly, content-rich site as a resource for everything related to Sega Amusements."

Visitors can find valuable information related to the company's video, redemption, self contained merchandise, and prize division product lines. Included are downloadable brochures and game manuals, product service bulletins, a distributor locator page, the latest press releases, and links to every Sega Corporate site including Sega's award winning customer service center.

The site was developed by Sega's IT Manager, Ben Kadish and Web Designer, Jeff March.

"The site is set up so our guests can find what they need quickly and intuitively," said IT Manager, Ben Kadish. "The information retrieval sequence flows in a logical manner without a lot of unnecessary information getting between the visitor and the data they're after."

About Sega Amusements USA, Inc.

Serving the North and South American markets, Sega Amusements USA, Inc. is a wholly owned subsidiary of Sega Corporation, Japan. Sega Amusements USA, Inc. is an industry leader in creating state-of-the-art interactive video, self contained merchandising, and redemption game play experiences through the utilization of complementary technologies and devices to enhance player enjoyment and loyalty. Products include single-player upright video games, self-contained merchandisers, and multi-player attendant operated simulators.

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