



Sega Amusements USA, Inc.

Press Release

For Immediate Release

Contact: Bridget Bell

Day Phone: (847) 364-9787

Toll Free: (888) 877-2669

Email: bridget.bell@sau.sega.com



SPONGEBOB SQUAREPANTS TOPS THE POLLS FOR 12 CONSECUTIVE MONTHS!

SEGA'S HIT REDEMPTION GAME IS GEARING UP FOR ANOTHER DOMINATING RELEASE

Elk Grove Village, IL February 15, 2006 - Sega Amusements USA, Inc (SAU) is preparing for its 7th release of the SpongeBob SquarePants ticket redemption game. The game has now been #1 on Replay Magazine's Kiddie Game chart for 12 consecutive months since its original release in February 2005.

"SpongeBob remains hot," states Sales Manager, Tom Keil. In the year since its release, the game has achieved ratings in the high 8's and 9's, more than a point above the nearest competition. Sega is hoping for the success to continue into the game's second year.

Earnings for the game have been strong as well. "We're receiving earnings reports from locations across the country in excess of \$500 per week," adds Keil. "What sets this game apart is its consistent earning ability and its high entertainment value."

The 7th release of the game is scheduled for delivery in mid-March, in time for the Spring buying season. SpongeBob SquarePants carries an AAMA rating of Green-Suitable for All Ages.



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 range from single-player upright video games to multi-player attendant operated simulators.

About Nickelodeon & Viacom Consumer Products

Nickelodeon & Viacom Consumer Products manages the third largest licensing business in the world with \$5 billion in retail sales in 2005, from such properties as *SpongeBob SquarePants* and *Dora the Explorer*. The department handles the merchandising for Nick Jr., Nickelodeon, Paramount Pictures, Comedy Central, MTVN International, and Spike TV.

800 Arthur Avenue, Elk Grove Village, IL 60007
P (847) 364-9787 F (847) 357-1451 Toll-Free (888) 877-2669
website www.sau.sega.com

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Nickelodeon, now in its 26th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 89 million households and has been the number-one-rated basic cable network for ten consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom International Inc. (NYSE: VIA, VIA.B)