



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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SEGA ON QUEUE FOR THE 2006 BUCKMASTERS EXPO

Attendees Can Play in the Buckmasters Extreme Hunting 2 Deer & Shotgun Tournament

Elk Grove Village, IL July 19, 2006 – Sega Amusements USA, Inc. (SAU) kicks off its new partnership with Buckmasters Ltd. at the 2006 Buckmasters Expo held at the Greensboro Coliseum Complex in Greensboro, NC July 28th through 30th. The companies will host a free Extreme Hunting 2 Deer and Shotgun Tournament for consumers attending the show, where they can win valuable prizes by Buckmasters affiliates.

Sega Amusements USA, industry leader and maker of coin-operated video games, released *Extreme Hunting 2 – Tournament Edition (TE)TM* in June. This coin-operated hunting sequel is part of the company's hugely successful hunting franchise currently totaling over 17,000 games in the market. The new title will have an online component, ALL.Net, which is an online platform that will allow *Extreme Hunting 2 – TETM* units to participate in national tournaments. Buckmasters Ltd., the preferred deer hunting association and media company, has recently jumped onboard as a promotional sponsor and will be a large supporter of *Extreme Hunting 2 – TETM* tournament and promotions efforts.

This month, Sega will be attending the 13th annual Buckmasters Expo presented by Yamaha to debut its new title to 35,000+ consumers expected to walk through the doors. The annual expo is a national gathering of the country's hunting populace with over 400 exhibitors and many exciting activities to partake in throughout the weekend. Attendees can enjoy a BTR Deer Scoring area to measure and display their prized whitetail antlers, spectate at the premier Buckmasters Top Bow Indoor World Championships, listen to some country music with hit artists, and visit the Young Bucks Outdoors Pavilion featuring, archery and air-gun ranges, games, music, lovable characters, and more! Visit www.buckmasters.com to learn more about the Expo.

The Young Bucks Outdoors Pavilion is also the go-to place for the Buckmasters Extreme Hunting 2 Deer and Shotgun Tournament. Sega will host a weekend long online tournament on ten of its 29" *Extreme Hunting 2 – Tournament EditionTM* machines. Players will play for free and compete for Best Score against other expo attendees. This tournament is for all skill levels, from novice to pro. Buckmasters will award the top 30 scores, with the first prize being a 52" BuckheadTM Gun Metal Fan, Tink's® Deer Scent Combo, *Lets' Step Outside* Country Music CD, plus t-shirts and hats by Buckmasters and Sega. Be sure to check out Sega's 50" Deluxe *Extreme Hunting 2 – TETM* machines also on location.



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The Buckmasters Deer and Shotgun tournament will begin at 3pm on Friday, July 28th and will conclude on Sunday, July 30th at 5pm. Participants can check the daily results at the cabinet or by logging on to www.extremehunting.com. Final results will be posted within a week following the tournament. The top 30 scorers must log-in online to learn how to claim their prize.

For game info, tournament details, rankings and stats, visit

WWW.EXTREMEHUNTING.NET

Want a FREE Extreme Hunting 2 – Tournament Edition T-shirt?

The first 500 to log-in on the web are winners. For first-time registrants only, and players must have a Username and PIN from the game before logging on. Check online for more details.

About Extreme Hunting 2 – Tournament Edition Online T-shirt Giveaway

The first 500 people to register online at www.extremehunting.net and accept exciting promotional offers are winners. Participants must enter their name, address, and email address to be eligible. These participants must be 13 years of age or older and be a legal resident of the 50 United States or the District of Columbia to be eligible for the prize. Promotion is for first time participants only. One winner per person or email or household address. For official rules visit <http://www.sau.sega.com/eh2/tshirt/>.

About the Buckmasters Deer and Shotgun Tournament July 28th – 30th, 2006

Players compete for best score on a single game. Players must be 13 years of age or older to play. Every participant must register at the game machine to compete. Players under the age of 18 will need a parent's signature to claim a prize. For official rules, go to www.extremehunting.net or ask a Sega representative. Tournament is open to legal residents of the United States (excluding residents of Arizona, Iowa, Louisiana, Maryland, Vermont and Tennessee and U.S. territories, possessions and assigns). Playing the game is subject to game machine availability. Location rules and schedules apply.

About Extreme Hunting 2 - Tournament Edition/ALL.Net

Sega's Extreme Hunting 2 — Tournament Edition is the newest installment of the former Sammy hunting franchise. This version extends the franchise's already superior scene design, true-to-life animations, and widest variety of wild game. It is also the inaugural title on Sega's ALL.Net online platform. ALL.Net allows players to participate in Extreme Hunting 2 national tournaments, rank against others across the U.S. and track their personal stats. Extreme Hunting 2 — Tournament Edition had a fantastic revealing at the 2006 ASI Show and is proving to be a much anticipated industry hit. For full information on the game, visit www.extremehunting.net.

About Buckmasters Ltd.

Buckmasters is the premier resource for the white-tailed deer hunters of North America, promoting ethical hunting and practical wildlife conservation for future generations. It is our mandate to inform, educate and entertain the hunting public, and in so doing, serve and satisfy our membership, advertisers, and sponsors with excellence in all Buckmasters publications, video productions and public events. At the heart of Buckmasters stands our steadfast commitment to represent and promote a positive public image of ethical hunting and an awareness of the essential role of hunting as a necessary conservation tool, now and for the future.

About Sega Amusements U.S.A., 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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