



Sega Amusements USA, Inc.

Press Release
For Immediate Release

**SPRING INTO FALL WITH LOW INTEREST RATES ON
SEGA UFO CATCHER AND EXTREME HUNTING 2 – TOURNAMENT EDITION**

Offer is Valid through December 31, 2006

Elk Grove Village, Ill. (October 16), 2006 – Sega Amusements USA, Inc. (SAU) and Firestone Financial Corporation have extended the *SEGA UFO CATCHER™* and *Extreme Hunting 2 – Tournament Edition™* financing promotion through the end of 2006.

The special promotion allows customers of *SEGA UFO CATCHER* machines and *Extreme Hunting 2 – Tournament Edition* 29" Upright Cabinets, 50" Deluxe, plus Full Kits (with Guns) to receive a 5.25% APR for a 12 month term and 8.99% APR for 24 months. No down payment is required.

Contact a Sega representative for more details on the program.

Visit www.sau.sega.com or www.extremehunting.net!

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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