



Sega Amusements USA, Inc.

**Press Release
For Immediate Release**

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SEGA PARTNERS WITH FIRESTONE FINANCIAL CORP.

Low Interest Rates for Extreme Hunting 2 – Tournament Edition™ and SEGA UFO CATCHER™

Elk Grove Village, IL (August 3), 2006 – Sega Amusements USA, Inc. (SAU) announces a new business partnership with Firestone Financial Corporation that begins with 5.25% APR and 8.99% APR finance offerings for *Extreme Hunting 2 – Tournament Edition™* and *SEGA UFO CATCHER™* effective August 1, 2006. Now is the time to stock up on new product by Sega for the fall school and hunting seasons.

Firestone Financial Corp. is a prominent provider of equipment and inventory financing for manufacturers, distributors and operators of income-generating equipment. They have had particular success in the coin-operated amusement industry. President and COO of Sega Amusements USA, Rick Rochetti, states, "We are happy to connect with the Firestone group. They have an outstanding track record and high degree of intensity."

For their first business endeavor, the two companies have devised programs for new Sega releases, *Extreme Hunting 2 – Tournament Edition™* and *SEGA UFO CATCHER™*, which respectively released in June and July of this year. Rochetti continued, "Putting these promotions in effect continues our fine legacy built upon our hunting product along with our new crane concept to maintain and excel momentum in the growth we anticipate."

The 3 month promotion will run from August 1, 2006 through October 31, 2006. Customers of *SEGA UFO CATCHER™* machines and *Extreme Hunting 2 – Tournament Edition™* 29" Upright Cabinets, 50" Deluxe, plus Full Kits with Guns will receive a 5.25% APR for a 12 month term and 8.99% APR for 24 months. No down payment is required. "We are very excited about this offering," expressed Ron Malinowski, Sega Amusements USA Director of Sales. "After much discussion and strategy, we have crafted a program that appeals to a broader base of customers," Malinowski added, "I am especially pleased that this promotion supports not only dedicated product, but kits as well."

A minimum purchase of 1 unit for game cabinets or 2 units for full kits are required, and the first payment will be due 30 days after the contract has been funded. Also, a \$200 filing fee and applicable taxes and freight will be born by the customer.

**Contact your Sega Representative for more information or
Visit us at 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



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enjoyment and loyalty. Products include single-player upright video games, self-contained merchandisers, and multi-player attendant operated simulators.

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