



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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GAMEWORKS DEER AND SHOTGUN TOURNAMENT AUGUST 2ND – 27TH, 2006 On EXTREME HUNTING 2 – TOURNAMENT EDITION

Elk Grove Village, IL July 25, 2006 – SEGA Amusements USA, Inc. has partnered with GameWorks and Buckmasters Ltd. for an Extreme Hunting 2 – Tournament Edition Deer and Shotgun tournament August 2nd through 27th.

The Deer & Shotgun tournament will take place at six participating GameWorks locations, including **Seattle, WA; Columbus, OH; Detroit, MI; Miami, FL; Minneapolis, MN; and Schaumburg, IL**, from August 2nd through the 27th. Each participant will hunt in the Deer and Shotgun category, with top scorers taking home an awesome array of prizes by SEGA, Buckmasters, GameWorks and more.

Once again, there are plenty of chances for participants to take home a prize, and this time SEGA has upped the ante. The top 3 national winners and top 3 placers from each location all bring home a prize.

National Prizes:

- 1st – 42" Plasma TV and Xbox™ 360
- 2nd – Home Theatre System and Xbox™ 360
- 3rd – Xbox™ 360 and accessory package

(The above prizes are not licensed by participating sponsors. All packages include additional prizes by SEGA, GameWorks and Buckmasters)

PLUS, the top three scorers from each participating location get SEGA, GameWorks or Buckmasters prizes valued at \$50, \$30 and \$20!

The August 2nd through 27th Deer and Shotgun tournament is the 2nd tournament on Sega's Extreme Hunting 2 - Tournament Edition, but hunters be on the lookout for future tournaments already on the horizon! For news, tournament details, or to track your record, visit us at www.extremehunting.net. National tournament results may also be viewed at the game. Prize winners must log-in online, contact us by phone (877) SEGA-FUN or by fax (847)427-1065 to claim their prize. The first 500 on-line registrations will receive a free Extreme Hunting 2 T-shirt.

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/>.



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About the GameWorks Deer & Shotgun Tournament August 2nd – 20th, 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 the front desk at participating GameWorks locations. 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 at participating locations. 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. Sega has also added an online tournament component, ALL.Net, which allows players to compete with others across the nation, and join the Extreme Hunting database. Extreme Hunting 2 — Tournament Edition had a fantastic revealing at the 2006 ASI Show and is proving to be a much anticipated industry hit.

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 Entertainment U.S.A., Inc. (GameWorks)

Sega Entertainment U.S.A., Inc. is the North American Amusement Facilities Operation arm of Tokyo, Japan-based SEGA Corporation, a worldwide leader of amusement facilities, software and arcade machines for consumers both inside and outside the home. SEUI specializes in delivering premium entertainment experiences via its location-based entertainment destinations, which provide consumers with both signature food and beverage offerings and the world's most popular arcade game products. Through its stable of GameWorks properties, SEUI operates amusement facilities throughout North America. The web site is located at www.gameworks.com.

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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