



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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ADAM SEHNKE CROWNED FIRST EXTREME HUNTING 2 - TOURNAMENT EDITION CHAMPION ADAM SEHNKE OF MT. PROSPECT, IL TAKES HOME THE TITLE



Elk Grove Village, IL July 6th, 2006 – Adam Sehnke of Mt. Prospect, IL became SEGA's first ever Extreme Hunting 2 - Tournament Edition national champion on June 18, 2006. Adam put up a very impressive score of 59,840 in the GameWorks Bison and Rifle Tournament that ran from June 3rd through the 18th; his score was good enough to take home a 4GB Apple iPod Nano, along with Buckmasters Ltd., GameWorks, and SEGA gear. Earning second place honors with a score of 58,125 and taking home a Canon A530 digital camera was **MR.FEELGOOD** of Miami, FL; Representing the Seattle, WA GameWorks, **CSK MONEY** scored a 55,050 earning third place and a pair of Motorola Talk About 2-Way Radios. Congratulations to these and the rest of GameWorks Bison and Rifle Tournament winners.

**Find detailed Tournament Results, Game Info, Player Stats and Tournament News
by visiting www.extremehunting.net!**

About Extreme Hunting 2 - Tournament Edition

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 Sega Entertainment USA, Inc.

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.

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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.

About Buckmasters Ltd.

Few companies in America have grown as fast as Buckmasters, the nation's largest deer hunting association. Jackie Bushman founded Buckmasters in his hometown of Montgomery, Alabama. He envisioned a national deer hunting association that would encourage proper hunting ethics, sportsmanship, hunter safety, wildlife conservation, and promote a positive image of the deer hunter. From a mere 2,000 members in 1986, Buckmasters has grown to more than a quarter million active members and produces three national magazines and two television shows.

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