



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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INDUSTRY VETERAN LEADS THE SEGA SALES FORCE

RON MALINOWSKI MADE DIRECTOR OF SALES FOR SAU



Elk Grove Village, IL November 22, 2005 – Sega Amusements USA, Inc. (SAU) announces the appointment of Ron Malinowski to the position of Director of Sales, where he will be leading the sales efforts in coin-operated machines.

Ron, a veteran of the industry, has had a tenure of over five years with Sega. With a proven track record of various management positions within Bally, Aladdin's Castle operations, and Capcom, Malinowski looks ahead to leading the sales team at Sega. Ron states his optimism for the new and challenging assignment. "I'm enthused about working with a team of respected and knowledgeable players such as Tom Keil, Vince Moreno, Virginia Skelley and Katie Healy. Sega sets the bar for all in the industry. To be a part of this industry role and growth is most exciting."

Sega welcomes Ron to take the lead, and is confident of this structural enhancement. Rick Rochetti, President of SAU adds, "I've known Ron for many years, first as a friend and later as a competitor. Further, Sega has a very aggressive growth plan. Having Ron on my team and Sega's will help us achieve these goals. Congratulations Ron."

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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