



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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SEGA APPOINTS DIRECTOR OF FINANCE

On Board is Hiram Gonzalez as the Newest Leader within Sega



Elk Grove Village, IL February 15, 2006 – Sega Amusements USA, Inc. (SAU) announces the hiring of Hiram Gonzalez as the company's Director of Finance. Gonzalez joins SAU with years of experience and a strong background in the consumer and coin-operated industry.

SAU President, Rick Rochetti, feels the addition of Hiram Gonzalez as Director of Finance is one that will help the company achieve advanced financial goals and strengthen the inner-workings of the department.

"Hiram is a strong solution to the finance department. His background and philosophies will make major impacts on our day to day activities, as well as help our systems to become more efficient and effective," says Rochetti. "It is a pleasure to have him on board."

About Hiram Gonzalez

Hiram Gonzalez comes from a long tenure of over seven years at a former industry entity, Midway Games, Inc. He started in the coin-op division of Midway in 1998 as Staff Accountant and completed his last 5 years in consumer products. Gonzalez held several positions at Midway, including Supervisor of Accounting, Manager of Financial Reporting, and more recently Senior Manager of Financial Reporting. His credentials also include a Certified Public Accountant title and a Bachelors of Science in Accountancy from the University of Illinois-Chicago.

The Director of Finance Position

Gonzalez will report to Executive Vice President Jim Miskell, and will lead a team of 4 including Bob Sherman, Anne Budas, Bettina DeTommaso, and Patty Kohut. His responsibilities entail overseeing the monthly and quarterly reporting of SAU's financial performance, internal accounting operations, implementation of process improvement and initiatives, development of policy and procedures, the year-end audit, project coordination, and the development of the Finance and Accounting department. Gonzalez's big-picture goal for the new position is to enhance the accuracy and quality of internal and external financial reporting, and identify opportunities for process improvements in various areas that impact financial reporting. He is happy to lead this finance effort as part of Sega's team. "I am excited and enthusiastic about joining Sega Amusements USA," Gonzalez states. "Sega is a world class leader in the coin-op industry. It's a great industry, which I've always enjoyed and I look forward to making a positive contribution to the organization."

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



Sega Amusements USA, Inc.

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

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