

Press Release

For Immediate Release

BUCKMASTERS LTD. JOINS THE HUNT! The Country's #1 Deer Hunting Association signs an Extreme Hunting 2 - Tournament Edition Promotional Agreement with Sega



Elk Grove Village, IL June 28, 2006 – Sega Amusements USA, Inc. announces a promotional partnership with Buckmasters Ltd., becoming the first Extreme Hunting 2 - Tournament Edition in-game advertiser and tournament sponsor.

Buckmasters (www.buckmasters.com) is an organizational media umbrella specializing in magazine publications, video productions and public events for the North American deer hunting populace. Through Buckmasters reputation and credible mediums, Sega can build an even larger niche player base and as well as impressionable brand association with the game.

The release of Extreme Hunting 2 - Tournament Edition early this summer will deliver more to the coin-op world than its superior features. The ALL.Net division has developed bright business opportunities with in-game advertising as well as a valuable ALL.Net tournament model for locations and companies like Buckmasters to benefit from.

“Our hunting franchise has proven its popularity to the industry and the player. We saw a valuable opportunity to welcome respected sponsors who can benefit from the success of our game and join our tournament roster,” states Takeshi Inoue, Executive Vice President and ALL.Net Division head, “Buckmasters is number one in their industry. Their appeal is a perfect match for our game concept.”

Buckmasters will be included in Extreme Hunting 2 - Tournament Edition cabinets with the ALL.Net configuration. In addition, the association will act as a leading sponsor in upcoming Extreme Hunting 2 tournaments. Tournament players can indulge in wonderful prizes from the Buckmasters license as well as membership opportunities.

Jackie Bushman, Buckmasters CEO and star of the hit TV show “Buckmasters Whitetail Magazine” commented on the exciting year ahead with Sega. “We at Buckmasters Ltd. are extremely excited to be partnering with a great name like Sega Amusements. Our fans and members are sure to love this new cabinet game, and we look forward to a bright future with Sega Amusements.”

The Sega-Buckmasters partnership lands at an opportune time. Pre-orders are filling up on the games first run, scheduled to land at the end of June. Extreme Hunting 2 - Tournament Edition is available now in 50” Deluxe Cabinets, 29” Standard Cabinets, Full Conversion Kits and Update Kits. Arriving shortly after will be the ALL.Net Kit, which will be available for all offerings of the game. Soon locations nationwide can also benefit from exciting tournaments and the great brands behind them.

“We couldn’t be more thrilled to team up with Buckmasters. They are a prestigious company in the hunting industry,” says Rick Rochetti, President and COO of Sega Amusements USA, “We believe we can give Buckmasters valuable exposure from our industry, while benefiting our ALL.Net efforts through their brand name, ad opportunities and incredible fan following.”

For Tournament and Game Details, visit www.extremehunting.net!

Contact: Bridget Bell
Sega Amusements USA, Inc.
Day Phone: (847) 364-9787
Toll Free: (888) 877-2669
On the web at www.sau.sega.com

Contact: David Hart
Buckmasters Ltd.
Toll Free: (800) 240-3337
Fax: (334) 215-3535
Visit www.buckmasters.com

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.

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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