

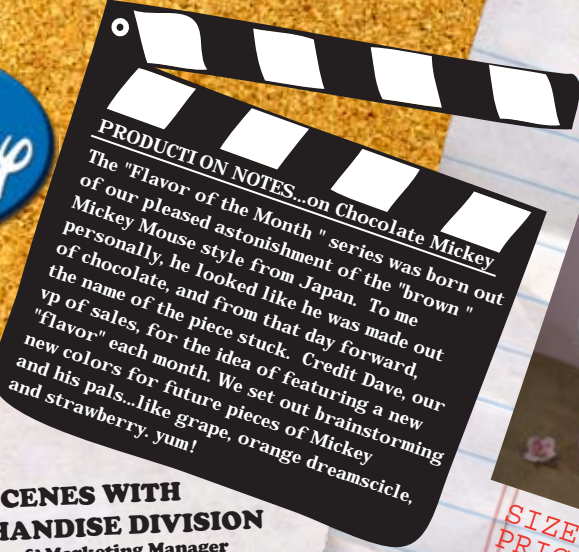
SEGA®



Sega Prize U.S.A!™



Autumn 2006
Merchandise Catalog
Volume 1



PRODUCTION NOTES...on Chocolate Mickey
 The "Flavor of the Month" series was born out of our pleased astonishment of the "brown" Mickey Mouse style from Japan. To me personally, he looked like he was made out of chocolate, and from that day forward, the name of the piece stuck. Credit Dave, our vp of sales, for the idea of featuring a new "Flavor" each month. We set out brainstorming and his pals...like grape, orange dreamscicle, and strawberry. yum!

BEHIND THE SCENES WITH SEGA'S MERCHANDISE DIVISION
 By: Laurie Jezuit, Sales & Marketing Manager

Dear Operator Friends,

Welcome to Volume 1 of our first Disney plush catalog! Our goal is to not only bring you the best quality licensed plush in the industry, but to produce a fun book to look at and shop from every quarter.

Getting a plush business off the ground isn't the easiest thing in the world to do, but it certainly has been a labor of love from our merchandise department. The many changes we have gone through over the years have made us stronger, and for those of you who have been with us since the very beginning, we thank you for growing with us. For those of you new to doing business with our department, welcome aboard! We hope to strengthen our relationship with you and help make your business successful in any way we can.

Throughout the book, we've put in "Production Notes" in an effort to share the backstory with you on why certain styles were introduced or created.

In future issues, we want to feature photos of your great Sega Ufo Catcher set-ups, as well as quotes from you, the operator, on pieces that did particularly well for you. This way, we can all learn from each other. Drop us a line!

From all of us at Sega, thank you for your business, and happy shopping!



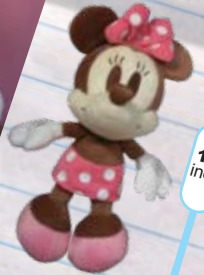
PRODUCTION NOTES...on Japanese Mickey

Similar to the "Flavor of the Month" story, a series evolved with Mickey and Minnie traveling to other parts of the world, including Japan, Mexico, Africa, and Ireland. A funny production note: when the first sample arrived, we were dismayed to see that Mickey had no toes! The shoes kind of just fit on his feet somehow. Luckily, the situation has been rectified with a little clever stitching, and you'll find his feet are just fine inside your cases.

Title: "Flavor of the Month", Series 1, CHOCOLATE, Mickey and Minnie, 2 Characters in assortment



SIZE: 13"-15" Jumbo
 PRICE: \$84/CASE
 CASE PK: 24 PCS/CASE



17 inch

Title: Villains Series 1
 4 Different Characters

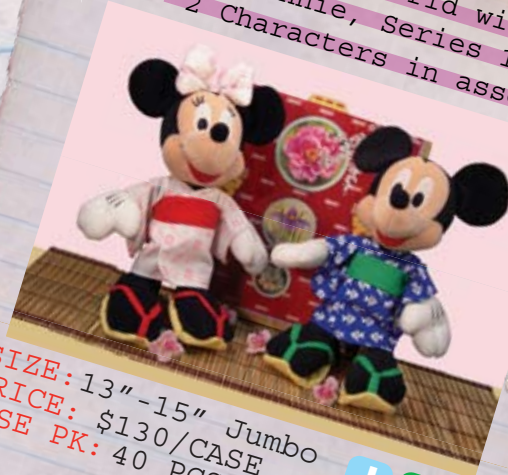


SIZE: 13"-15" Jumbo
 PRICE: \$130/CASE
 CASE PK: 40 PCS/CASE



13 inch

Title: Around the World with Mickey and Minnie, Series 1, JAPAN, 2 Characters in assortment



SIZE: 13"-15" Jumbo
 PRICE: \$130/CASE
 CASE PK: 40 PCS/CASE



16 inch



Title: Dangle Floppy K/C, Series 1
Featuring Mickey and Friends
5 Different Characters



SIZE: KEY CHAIN
PRICE: \$216/CASE
CASE PK: 144 PCS/CASE



PRODUCTION NOTES...on Astronaut Mickey
There's more to this item than just Mickey and Minnie in spacesuits. To our division, they represent our "blasting off" and "launching" this new plush line. Something fun to note as well...two of the colors will be "common" in each case...the other two will be "rare" only by placing an order will you find out which is which! Every other month, Mickey and his pals will "Want To Be" something new, from firefighters to football players.

Title: "Want To Be" Series 1
Mickey and Minnie Astronaut
4 Different Styles



SIZE: 6"-9" MEDIUM
PRICE: \$270/CASE
CASE PK: 120 PCS/CASE

Title: "Monochrome"
Mickey and Minnie, Series 1
2 Characters in assortment



SIZE: 6"-9" MEDIUM
PRICE: \$210/CASE
CASE PK: 120 PCS/CASE

Title: "Where's Stitch?", Series 1
2 Styles in assortment



SIZE: 6"-9" MEDIUM
PRICE: \$270/CASE
CASE PK: 120 PCS/CASE



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Fax: 847.427.1077
www.sau.sega.com

Title: Mickey Throughout
the Years-1920s, Limited Edition,
only 9,000 being produced!



SIZE: 13"-15" JUMBO
PRICE: \$140/CASE
CASE PK: 40 PCS/CASE



All plush shown are prototypes and are subject to change without notice.



David Cane, VP of Sales
Laurie Jezuit, Sales & Marketing Manager
Katherine Braun, Sales Coordinator
Candice Lozano, Regional Sales Rep.
Daria Szpiczakowska, Graphic Designer