



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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SEGA EXPANDS THE MERCHANDISE DIVISION



Candice Lozano and Daria Szpiczakowska Join the Force

Elk Grove Village, IL May 1, 2006 – Sega Amusements USA, Inc. (SAU) announces the hire of Candice Lozano and Daria Szpiczakowska to the Merchandise Division. The addition of these valuable professionals comes at a great time with many new business developments on the horizon.

Candice was welcomed aboard in February as East Coast Regional Sales Representative, carrying many years of amusement experience as well as a passion for the industry. “I’m excited to be a part of something BIG, innovative, fun and creative. Sega is the leader in the amusement industry...What’s not to love?” Candice expressed.

She began with the large entertainment center chain as Business Manager of Sega Studio Kansas City, which is also the first studio site to house redemption products. With a move to Columbus in 2000, Candice became Retail/Redemption Manager for the Ohio location. Later she would hold the title Food & Beverage Director.

As an 8 year veteran of GameWorks, she could not be better suited for her role with Sega Amusements USA. “Candice’s knowledge and understanding of the entire amusement business is outstanding,” stated David Cane, Vice President of Merchandise, “Her expertise in operations, games and merchandise will help contribute to the continued growth of Sega Amusements USA, Inc. as well as our department.”

As Regional Sales Representative, Candice will be selling Sega’s licensed plush, visiting operators and locations, and attending trade shows. She continues to call Ohio her home, but her contributions will play an integral role within the division.

Another beneficial addition to the merchandise family is Graphic Designer Daria Szpiczakowska. Daria is a recent graduate of DePaul University, where she received a Bachelors of Fine Arts degree and built an impressive portfolio through special concentration on Graphic Design.



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Daria brings to Sega incredible creativity during an exciting and new era for the division. “We knew Daria was a “prize” as soon as we met her and saw her work,” said Laurie Jezuit, Sales and Marketing Manager of the Merchandise Division, “She shows her devotion to this department everyday with her great attitude and creative designs. We are so fortunate to have someone with her talent and character as Sega begins this new plush license adventure.”

As Graphic Designer, her duties will include designing advertisements, brochures, catalogs and other literature for the department, as well as administrative responsibilities for Sega’s upcoming prize projects. Daria will report to Laurie who was recently promoted to Amusement Merchandise from Sports Retail. Together, the amusement team will be developing a strong campaign for Sega’s new business opportunities, while Katherine Braun, Merchandise Sales Coordinator, will manage the Sports Retail end.

Daria expressed her excitement for the position, “When I graduated, I knew I wanted to work at a company where my design skills could be challenged. Bringing ideas to life on paper is what motivates me,” explained Daria, “I look forward to the many creative opportunities here at Sega.”

The Sega Merchandise Division continues to hint loudly at a future business move set to take the industry by storm. David Cane explained, “The merchandise division is about to begin manufacturing plush and toys that will shake up the industry with never before seen designs in this market. The quality will be outstanding and the creativity will be unmistakably ‘Sega.’”

President and COO, Rick Rochetti, added, “What we’ve got for the industry is something so unique and powerful. We’re expecting our merchandise to be the hottest commodity in redemption. We are happy to have Candice and Daria onboard to be a part of it.”

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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.

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