



CONTACTS: **Jim Miskell**
Sega Amusements U.S.A., Inc.
888-877-2669
jim.miskell@sau.sega.com

Tres Sprinkle
Sunshine Companies of America, Inc.
850-484-9440
t.sprinkle@suncom.biz

SEGA establishes a joint venture with a U.S. company to launch amusement game operations for U.S. market

Chicago, IL (December 4, 2006) - Sega Amusements U.S.A., Inc. (SAU), a group company of SEGA Corporation (SEGA), and Sunshine Companies of America, Inc (Sunshine), announced today that they have established a joint venture company, Sega Amusement Works, LLC (SAW), on December 1, 2006. SAW will expand Sunshine's successful amusement machine operations in the U.S. market targeted specifically at game placements within retail and other high traffic street locations.

Using Sunshine's operational expertise in the retail market, SAU plans to deploy SEGA's amusement machines, and expand its sales opportunities, in the U.S. amusement machine market. As a result of this partnership and collaborative team effort, SAW's goal is to transform the typical impulse driven street location into a destination attraction.

"The synergies gained from the combination of Sunshine's experienced management team and SEGA's brand recognition and commercial power will allow SAW to deepen and expand its penetration of the coin-operated amusements market in and beyond the Southeastern United States," said Keiji Mori, Chief Executive Officer, Sega Amusements U.S.A., Inc.

"This partnership will create new streams of income in the coin-operated amusement business." said Robert Noell, Chief Executive Officer of Sunshine Companies of America, Inc. "Teaming with Sega Amusements U.S.A., Inc. gives us the resources and strength necessary to create a platform for expansion and growth. Our proven operational infrastructure will enable SAW to deliver the consistent paid- to- location levels that have been the cornerstone to Sunshine's success."

About SEGA Corporation

SEGA® Corporation is a worldwide leader in interactive entertainment both inside and outside the home, encompassing consumer business, amusement machine sales and amusement center operations. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Inc. SEGA® Corporation's Web site is located at <http://sega.jp>

About Sega Amusements U.S.A., Inc.

Sega Amusements U.S.A., Inc. develops coin-operated amusement games, prize redemption and ticket redemption games as well as a wide variety of prizes for North and South America. Sega Amusements U.S.A., Inc. is a strong force in the entertainment industry and is committed to creating high quality entertainment while continuing to seek new and diverse areas of growth and providing the best customer service and technical support. For more information, please visit our web site at <http://www.sau.sega.com>

About Sunshine Companies of America, Inc.

Sunshine Companies was founded more than thirty years ago by Lee Batson. Today, Sunshine Companies of America, Inc. continues to be recognized as an amusement category specialist with unparalleled focus towards service and fair play. This proven philosophy has allowed Sunshine to consistently grow its player base in the Southeastern United States.