



Sega Amusements USA, Inc.

PRESS RELEASE
For Immediate Release

Sega's ALL.Net Service Hits the US

Sega's Online Platform, ALL.Net, is now available to connect Extreme Hunting 2 – Tournament Edition (TE)TM cabinets

Elk Grove Village, Ill. December 5, 2006 – Sega Amusements USA, Inc. (SAU) announces the new online platform, ALL.Net, is now available for sale to the operator community.

ALL.Net is an online platform for select coin-operated games by Sega. It is a system built from the ground up to be supported by Sega. The system consists of the game, location network infrastructure and Internet connection, a Sega provided and managed commercial grade router, and the servers to record and present information to the player. This industry-unique system will allow additional cabinets and future titles on the same system. This platform approach is a new concept to coin-operated amusements in the US.

With ALL.Net, Sega has the ability to download new game content and advertising directly into the cabinet. Operators can now experience the ease of delivering new game content to their locations, without the inconvenience of having to visit each one. National tournaments, scheduled every two months, will be among the entertainment services offered on ALL.Net from the very beginning, as will player communities built around dynamic websites for each title. The extremehunting.net site is the first in a series of sites designed to keep players coming into operators' locations.

Sega can also help the operator directly by orchestrating everything with them – from the ordering of service, to the provisioning of broadband, to an optional, professional installation, and through world class support after the service is online. Sega recommends the use of its dedicated DSL service (provided by New Edge Networks), but operators can elect to use broadband service already in their locations to capitalize on the connections already in place for their jukeboxes or other amusements.

"ALL.Net will breathe fresh air into the industry," states SAU ALL.Net leader and Director of Technology, Ben Kadish, "Unlike our competitors, Sega's online strategy is designed not just around *Extreme Hunting 2 – TETM*, but also for a slate of titles for both the street and FEC markets, several of which are already under development."

The ALL.Net kit is available for purchase through distribution. It features a commercial class router which maintains a constant connection to Sega and allows better support for the operator. The kit is available in two versions: a self-installation version for operators able to handle their own inside wiring requirements, and a professional installation version, in which a trained technician will visit the location, run the inside wiring, and test the cabinets to ensure a successful installation. The self installation kit has an M.S.R.P. of \$650, and the professional installation version retails for \$1,100.

The monthly service is available directly from Sega, at a price of \$75 per month, per connected cabinet. In addition, Sega's 99%+ availability-guaranteed Internet service, provided by New Edge Networks, is available for \$75 per month.

Extreme Hunting 2 – TETM is the first US title to be featured on ALL.Net. *Extreme Hunting 2 – TETM* customers purchasing ALL.Net will receive automatic entry into the bi-monthly national tournaments, and also be able to purchase customized tournaments. Operators will also have the option to download new stages and weapons in the near future.



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ALL.Net is expected to be a successful brand for SAU. It has proven to be a success in Japan during its 4 year existence. Currently, the Japanese market has 9 ALL.Net-enabled amusement titles and over 20,000 game boards in over 2,600 locations. These cabinets have generated over 17 million game plays in total.

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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