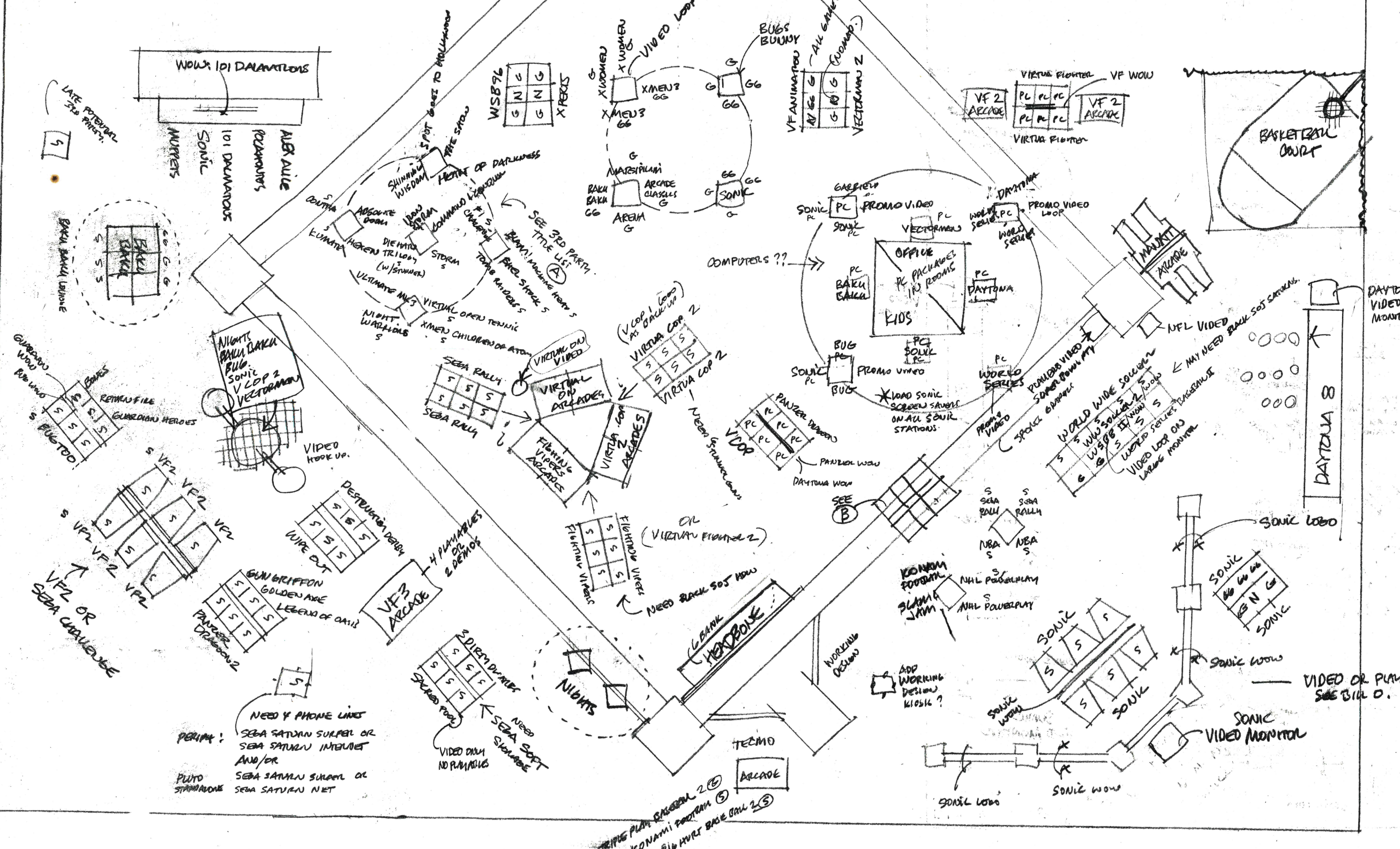


4/5/96
TAX: ARON
WE BY USED AM WITH YOUR OK!

4496
E3
Floor Plan

MULTI CD CHARACTER - NEW INTERACTIVE CENTERS/UNITS FOR RAINBOWS.
3 STATIONS/UNITS.



NEED PHONE LINE
PERHAPS:
SEGA SATURN SURFER OR
SEGA SATURN INTERVIEW
AND/OR
PULSO
STATIONS
SEGA SATURN SURFER OR
SEGA SATURN NET

NEED BACK SOFT NOW
VIDEOD FROM
NO PLAYABLES
NEED SEGA SOFT
STATIONS

- (B)
- ③ VIRTUAL GOLF
 - ③ VR BASKETBALL
 - ③ VR BASKETBALL

COMING SOON ON
SEGA SATURN

WORK IN PROGRESS

NFL 97
COMING SOON ON
SEGA SATURN

VIDEOD OR PLAYABLE??
SEE BILL O.

SOA, FISCAL 1997

***** CONFIDENTIAL *****

Marketing

03:15/96
08 23 AM

MARKETING BP	GENESIS/ NOMAD				GAME GEAR				SEGA CD				GENESIS 32X			PICO			SATURN				MISC OTHER	FY97 BP	%	
	H/W	S/W	PER	TOTAL	H/W	S/W	PER	TOTAL	H/W	S/W	PER	TOTAL	H/W	S/W	TOTAL	H/W	S/W	PER	TOTAL	H/W	S/W	PER	TOTAL			TOTAL
MARKETING GOALS																										
QUOTA IN 000'S	800	2,250	665		250	750	235		50	0	0		450	0		150	300		800	3,000	680					
A PRICE/UNIT	\$110.66	\$24.16	\$12.00		\$92.00	\$14.69	\$15.87		\$40.00	\$0.00	\$0.00		\$47.11	\$0.00		\$112.00	\$30.68		\$234.99	\$36.93	\$22.48					
LANDED COST/UNIT	\$84.40	\$14.71	\$7.83		\$84.40	\$9.67	\$10.67		\$40.00	\$0.00	\$0.00		\$44.89	\$0.00		\$101.00	\$18.84		\$232.00	\$18.66	\$10.77					
L/C SALES IN M.	\$0.0																									
GROSS SALES IN M.	\$88.5	\$54.4	\$8.0	\$150.9	\$23.0	\$11.0	\$3.7	\$37.7	\$2.0	\$0.0	\$0.0	\$2.0	\$21.2	\$0.0	\$21.2	\$16.8	\$9.2	\$26.0	\$188.0	\$110.8	\$15.3	\$314.1	\$0.0	\$551.9	100.0%	
% OF TOTAL SALES	16.0%	9.8%	1.4%	27.3%	4.2%	2.0%	0.7%	6.8%	0.4%	0.0%	0.0%	0.4%	3.8%	0.0%	3.8%	3.0%	1.7%	4.7%	34.1%	20.1%	2.8%	56.9%				
GROSS SALES IN M	\$88.5	\$54.4	\$8.0	\$150.9	\$23.0	\$11.0	\$3.7	\$37.7	\$2.0	\$0.0	\$0.0	\$2.0	\$21.2	\$0.0	\$21.2	\$16.8	\$9.2	\$26.0	\$188.0	\$110.8	\$15.3	\$314.1	\$0.0	\$551.9	100.0%	
OTHER REVENUE																								\$3.0	\$3.0	0.5%
LESS: SALES ADJ.																										
DEFECTIVES	\$3.5	\$1.1	\$0.3	\$4.9	\$0.9	\$0.2	\$0.1	\$1.3	\$0.1	\$0.0	\$0.0	\$0.1	\$1.3	\$0.0	\$1.3	\$0.5	\$0.1	\$0.6	\$3.8	\$1.1	\$0.3	\$5.2		\$13.4	2.4%	
%	4.0%	2.0%	4.0%	3.3%	4.0%	2.0%	4.0%	3.4%	6.0%	1.0%	3.0%	6.0%	6.0%	0.0%	6.0%	3.0%	1.0%	2.3%	2.0%	1.0%	2.0%	1.6%				
DISCOUNTS	\$2.5	\$0.5	\$0.1	\$3.1	\$0.7	\$0.1	\$0.0	\$0.9	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.5	\$0.1	\$0.6	\$9.9	\$1.1	\$0.2	\$11.1		\$15.7	2.8%	
%	2.8%	1.0%	1.0%	2.1%	3.2%	1.0%	1.0%	2.3%	0.0%	2.0%	1.5%	0.0%	0.0%	0.0%	0.0%	2.8%	1.0%	2.2%	5.3%	1.0%	1.0%	3.5%				
BAL. & PROTEC.	\$0.9	\$0.5	\$0.1	\$1.5	\$0.2	\$0.1	\$0.0	\$0.4	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.2	\$0.1	\$0.3	\$1.9	\$1.1	\$0.2	\$3.1		\$5.3	1.0%	
%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.0%	2.0%	0.5%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%				
TOTAL SALES ADJ.	\$6.9	\$2.2	\$0.5	\$9.6	\$1.9	\$0.4	\$0.2	\$2.5	\$0.1	\$0.0	\$0.0	\$0.1	\$1.3	\$0.0	\$1.3	\$1.1	\$0.3	\$1.4	\$15.5	\$3.3	\$0.6	\$19.5		\$34.4	6.2%	
%	7.8%	4.0%	6.0%	6.3%	8.2%	4.0%	6.0%	6.7%	6.0%	0.0%	0.0%	6.0%	6.0%	0.0%	6.0%	6.8%	3.0%	5.4%	8.3%	3.0%	4.0%	6.2%				
NET SALES	\$81.6	\$52.2	\$7.5	\$141.3	\$21.1	\$10.6	\$3.5	\$35.2	\$1.9	\$0.0	\$0.0	\$1.9	\$19.9	\$0.0	\$19.9	\$15.7	\$8.9	\$24.6	\$172.5	\$107.5	\$14.7	\$294.6	\$3.0	\$520.5	94.3%	
LESS: STD. COST	\$67.5	\$33.1	\$5.2	\$105.8	\$21.1	\$7.3	\$2.5	\$30.9	\$2.0	\$0.0	\$0.0	\$2.0	\$20.2	\$0.0	\$20.2	\$15.2	\$5.7	\$20.8	\$185.6	\$56.0	\$7.3	\$248.9		\$428.6	77.7%	
%	76.3%	60.9%	65.3%	70.1%	91.7%	65.8%	67.2%	81.7%	100.0%	0.0%	0.0%	100.0%	95.3%	0.0%	95.3%	90.2%	61.4%	80.0%	98.7%	50.5%	47.9%	79.3%				
STD COST VARIANCE	\$0.0	\$2.0	\$0.0	\$2.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0		\$2.0	0.4%	
%	0.0%	3.7%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
INV EXCESS & OBS.	\$0.4	\$0.3	\$0.0	\$0.8	\$0.1	\$0.1	\$0.0	\$0.2	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.1	\$0.0	\$0.1	\$0.9	\$0.6	\$0.1	\$1.6		\$2.6	0.5%	
%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%				
GROSS MARGIN	\$13.7	\$16.8	\$2.3	\$32.7	(\$0.1)	\$3.3	\$1.0	\$4.2	(\$0.1)	\$0.0	\$0.0	(\$0.1)	(\$0.3)	\$0.0	(\$0.3)	\$0.4	\$3.2	\$3.7	(\$14.1)	\$50.9	\$7.3	\$44.1	\$3.0	\$87.3	15.8%	
%	15.4%	30.9%	28.2%	21.7%	-0.4%	29.7%	26.3%	11.0%	-6.0%	0.0%	0.0%	-6.0%	-1.3%	0.0%	-1.3%	2.5%	35.1%	14.1%	-7.5%	46.0%	47.6%	14.1%				
LESS: VAR. COST:																										
CO-OP ADVERT.	\$3.5	\$2.2	\$0.3	\$6.0	\$0.9	\$0.4	\$0.1	\$1.5	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.7	\$0.4	\$1.0	\$7.5	\$4.4	\$0.6	\$12.6		\$21.1	3.8%	
%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	0.0%	4.0%	4.0%	0.0%	0.0%	0.0%	0.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%				
COMM & BAD DEBTS	\$0.4	\$0.2	\$0.0	\$0.6	\$0.1	\$0.0	\$0.0	\$0.2	\$0.0	\$0.0	\$0.0	\$0.0	\$0.1	\$0.0	\$0.1	\$0.1	\$0.1	\$0.2	\$0.8	\$0.4	\$0.1	\$1.3		\$2.3	0.4%	
%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.6%	0.6%	0.6%	0.4%	0.4%	0.4%	0.4%				
AIR FREIGHT RES.	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0		\$0.0	0.0%	
%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
FREIGHT OUT/W/H	\$1.6	\$1.0	\$0.1	\$2.7	\$0.4	\$0.2	\$0.1	\$0.7	\$0.0	\$0.0	\$0.0	\$0.0	\$0.4	\$0.0	\$0.4	\$0.3	\$0.2	\$0.5	\$3.4	\$2.0	\$0.3	\$5.7		\$9.9	1.8%	
%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%				
TOTAL VAR. COST	\$5.5	\$3.4	\$0.5	\$9.4	\$1.4	\$0.7	\$0.2	\$2.3	\$0.0	\$0.0	\$0.0	\$0.0	\$0.5	\$0.0	\$0.5	\$1.1	\$0.6	\$1.7	\$11.7	\$6.9	\$0.9	\$19.5		\$33.3	6.0%	
%	6.2%	6.2%	6.2%	6.2%	6.2%	6.2%	6.2%	6.2%	2.2%	0.0%	0.0%	2.2%	2.2%	0.0%	2.2%	6.4%	6.4%	6.4%	6.2%	6.2%	4.6%	6.2%				
GROSS PROD. CONTR.	\$8.2	\$13.4	\$1.8	\$23.4	(\$1.5)	\$2.6	\$0.7	\$1.8	(\$0.2)	\$0.0	\$0.0	(\$0.2)	(\$0.7)	\$0.0	(\$0.7)	(\$0.6)	\$2.6	\$2.0	(\$25.7)	\$44.1	\$6.3	\$24.7	\$3.0	\$54.0	9.8%	
%	9.2%	24.7%	22.0%	15.5%	-6.6%	23.5%	20.1%	4.8%	-8.2%	0.0%	0.0%	-8.2%	-3.5%	0.0%	-3.5%	-3.9%	28.7%	7.7%	-13.7%	39.8%	41.4%	7.9%				
LESS: MERCHANDISING				\$3.0				\$1.0				\$0.0						\$1.0				\$15.0		\$20.0	3.6%	
%				2.0%				2.6%				0.0%						3.8%				4.8%				
LESS: MKTG/ADV				\$12.0				\$3.0				\$1.0						\$2.0				\$28.0		\$50.0	9.1%	
%				8.0%				7.9%				50.0%						9.4%				8.9%				
LESS: REBATE				\$0.0				\$0.0				\$0.0						\$0.0				\$0.0		\$0.0	0.0%	
%				0.0%				0.0%				0.0%						0.0%				0.0%				
NET PROD. CONTRIB.				\$8.4				(\$2.2)				(\$1.2)						(\$3.0)				(\$18.3)	\$3.0	(\$16.0)	-2.9%	
%				5.5%				-5.8%				-58.2%						-11.6%				-5.8%				
LESS OVERHEAD				\$9.6				\$2.4				\$0.1						(\$0.1)				\$21.6		\$35.0	6.3%	
LESS CONSUMER SERVICE				\$0.7				\$0.2				\$0.0						\$0.1				\$1.4		\$2.5	0.5%	
CHARITABLE CONTR.				\$0.0				\$0.0				\$0.0						\$0.0				\$0.2		\$0.2	0.0%	
CORP. CONTGCY.				\$3.9				\$1.0				\$0.1						\$0.5				\$8.1		\$14.3	2.6%	
				(\$5.1)				(\$5.6)				(\$1.3)						(\$3.6)				(\$48.3)	\$3.0	(\$68.0)	-12.3%	
OPERATING PROFITS																										
INTEREST EXPENSE																									(\$9.0)	-1.6%
OTHER EXPENSE																									(\$2.0)	-0.4%
PROFIT BEFORE TAXES																									(\$79.0)	-14.3%

Total Var. Costs 12.1 11.3
Total Mktg. merch 12.1 12.1
OH 15 1.1
Others 25.5 4.1

NOTE: OVERHEADS ASSUMES ALL RESTRUCTURING CHARGES MADE IN FY96
ASSUMES NO PRICE PROTECTION FOR SATURN HARDWARE DUE TO NEW SKU
ASSUMES AVERAGE INTEREST RATE OF 6% AND AVERAGE LOAN BALANCE OF \$150M

IDENTIFIED FINANCIAL RISKS (\$43.6)
TOTAL LOSS (\$122.6)

GENESIS
FINANCIAL BUSINESS PLAN
FISCAL YEAR 1997

\$55 FOB PRICE ON HARDWARE

PROD NO.	REL MTH	PRODUCT NAME	MEGS	SGSTD RETAIL PRICE	"A" PRICE	RETAIL MARGIN	LANDED COST	SOA MARGIN	QUOTA (000)	GROSS SALES \$(000)	SALES ADJ. \$(000)	PROD COST \$(000)	VAR COST \$(000)	GROSS PROD CONTR \$(000)	GROSS PROD CONTR %	DIRECT MKTG./ ADVERT. \$(000)	INDIR MKTG./ ADVERT. \$(000)	NET PROD CONTR \$(000)	NET PROD CONTR %
TOTAL GENESIS			3,595	\$134,731						\$8,597	\$93,649	\$9,027	\$23,458	17.41	\$12,000	\$2,679	\$8,779	6.52	
										6.38%	69.51%	6.70%			8.91%	1.99%	6.52%		

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GENESIS NOMAD
FINANCIAL BUSINESS PLAN
FISCAL YEAR 1997

PROD NO.	REL MTH	PRODUCT NAME	MEGS	SGSTD RETAIL PRICE	"A" PRICE	RETAIL MARGIN	LANDED COST	SOA MARGIN	QUOTA (000)	GROSS SALES \$(000)	SALES ADJ. \$(000)	PROD COST \$(000)	VAR COST \$(000)	GROSS PROD CONTR \$(000)	DIRECT MKTG./ ADVERT. \$(000)	INDIR MKTG./ ADVERT. \$(000)	NET PROD CONTR \$(000)	NET PROD CONTR %
HARDWARE																		
6101		NOMAD W SOFTWARE		\$179.99	\$152.99	15%	\$135.25	12%	100	\$15,299	\$918	\$13,525	\$1,025	(\$169)		\$304	(\$473)	-3.09
		NOMAD CORE/TRU INVENTORY		\$179.99	\$152.99	15%	\$140.00	8%										ERR
		TOTAL HARDWARE							100	\$15,299	\$918	\$13,525	\$1,025	(\$169)		\$304	(\$473)	-3.09
										\$152.99		\$135.25						
PERIPHERALS																		
6102		RECHARGEABLE BATTERY W/O AC		\$69.99	\$41.99	40%	\$32.72	22%	20	\$840	\$50	\$654	\$56	\$79		\$17	\$62	7.39
VENUS		A/C ADAPTOR		\$12.99	\$7.80	40%	\$3.84	51%										ERR
VENUS		RECHARGEABLE BATTERY W/ AC		\$79.99	\$48.99	39%	\$36.72	25%										
		TOTAL PERIPHERALS							20	\$840	\$50	\$654	\$56	\$79		\$17	\$62	7.39
										\$41.99		\$32.72						
SOFTWARE																		
		TOTAL SOFTWARE																
TOTAL NOMAD									120	\$16,139	\$968	\$14,179	\$1,081	(\$90)		\$321	(\$411)	(2.55)
										\$134.49		\$118.16						

****CONFIDENTIAL****
GAME GEAR
FINANCIAL BUSINESS PLAN
FISCAL YEAR 1997

PROD NO.	REL MTH	PRODUCT NAME	MEGS	SGSTD RETAIL PRICE	"A" PRICE	RETAIL MARGIN	LANDED COST	SOA MARGIN	QUOTA (000)	GROSS SALES \$(000)	SALES ADJ. \$(000)	PROD COST \$(000)	VAR COST \$(000)	GROSS PROD CONTR \$(000)	GROSS PROD CONTR %	DIRECT MKTG./ ADVERT. \$(000)	INDIR MKTG./ ADVERT. \$(000)	NET PROD CONTR \$(000)	NET PROD CONTR %
HARDWARE																			
GAME GEAR W/ SONIC																			
				\$99.99	\$92.00	8%	\$85.00	8%	150	\$13,800	\$828	\$12,750	\$925	(\$703)	-5.09	\$3,000	\$366	(\$4,068)	-29.48
GG W/ PR 2																			
				\$99.99	\$92.00	8%	\$85.00	8%	75	\$6,900	\$414	\$6,375	\$462	(\$351)	-5.09		\$183	(\$534)	-7.74
GG W/ COLUMNS																			
				\$99.99	\$92.00	8%	\$79.00	14%	25	\$2,300	\$138	\$1,975	\$154	\$33	1.43		\$61	(\$28)	-1.22
BRAND PLAN																			
							\$2.00				\$500			(\$500)				(\$500)	
TOTAL HARDWARE																			
									250	\$23,000	\$1,880	\$21,100	\$1,541	(\$1,521)	-6.61	\$3,000	\$609	(\$5,130)	-22.31
										\$92.00		\$84.40							
PERIPHERALS																			
2103		AC ADAPTOR C/O DUTY		\$12.99	\$7.80	40%	\$3.84	51%	150	\$1,170	\$70	\$576	\$78	\$445	38.07		\$31	\$414	35.42
2141		SUPER WIDE GEAR		\$19.99	\$12.50	37%	\$7.38	41%	15	\$188	\$11	\$111	\$13	\$53	28.26		\$5	\$48	25.61
2142		POWERBACK W/O AC		\$44.99	\$29.20	35%	\$22.97	21%	20	\$584	\$35	\$459	\$39	\$50	8.64		\$15	\$35	5.99
2143		POWERBACK W/AC		\$54.99	\$35.75	35%	\$27.22	24%	50	\$1,788	\$107	\$1,361	\$120	\$199	11.16		\$47	\$152	8.51
TOTAL PERIPHERALS																			
									235	\$3,729	\$224	\$2,507	\$250	\$748	20.07		\$99	\$650	17.42
										\$15.87		\$10.67							
SOFTWARE																			
FY 1997 TITLES																			
		ARENA	4	\$29.99	\$20.00	33%	\$12.00	40%	25	\$500	\$20	\$300	\$34	\$147	29.30		\$13	\$133	26.65
		SONIC 3D	4	\$34.99	\$23.00	34%	\$12.00	48%	100	\$2,300	\$92	\$1,200	\$154	\$854	37.13		\$61	\$793	34.48
		BAKU BAKU	4	\$29.99	\$20.00	33%	\$12.00	40%	25	\$500	\$20	\$300	\$34	\$147	29.30		\$13	\$133	26.65
		BUGS BUNNY	4	\$34.99	\$23.00	34%	\$12.00	48%	50	\$1,150	\$46	\$600	\$77	\$427	37.13		\$30	\$396	34.48
		X-MEN 3	4	\$34.99	\$23.00	34%	\$12.00	48%	50	\$1,150	\$46	\$600	\$77	\$427	37.13		\$30	\$396	34.48
		VF ANIMATION	4	\$34.99	\$23.00	34%	\$12.00	48%	100	\$2,300	\$92	\$1,200	\$154	\$854	37.13		\$61	\$793	34.48
		QUOTA (SLIP)/INCREASE			\$22.57		\$12.00		(100)	(\$2,257)	(\$90)	(\$1,200)	(\$151)	(\$816)	36.14		(\$60)	(\$756)	33.49
RESERVE TITLES																			
									250	\$5,643	\$226	\$3,000	\$378	\$2,039	36.14		\$149	\$1,890	33.49
										\$22.57		\$12.00							
FY 1996 TITLES																			
		CLASSICS	2	\$19.99	\$13.50	32%	\$10.00	26%	250	\$3,375	\$135	\$2,500	\$226	\$514	15.23		\$89	\$424	12.58
		CLOSE-OUTS/OTHER		\$9.99	\$8.00	20%	\$7.00	13%	250	\$2,000	\$80	\$1,750	\$134	\$36	1.80		\$53	(\$17)	-0.85
		STANDARD COST VARIANCE							500	\$5,375	\$215	\$4,250	\$360	\$550	10.23		\$142	\$407	7.58
										\$10.75		\$8.50							
TOTAL SOFTWARE																			
									750	\$11,018	\$441	\$7,250	\$738	\$2,589	23.50		\$292	\$2,297	20.85
										\$14.69		\$9.67							
TOTAL GAME GEAR																			
									1,235	\$37,747	\$2,544	\$30,857	\$2,529	\$1,816	4.81	\$3,000	\$1,000	(\$2,184)	-5.79
											6.74%	81.75%	6.70%		7.95%	2.65%			

SEGA CD
CURRENT FORECAST
FISCAL YEAR 1997

PROD REL NO. MTH	PRODUCT NAME	SGSTD RETAIL PRICE	"A" PRICE	RETAIL MARGIN	LANDED COST	SOA MARGIN	QUOTA (000)	GROSS SALES \$(000)	SALES ADJ. \$(000)	PROD COST \$(000)	VAR COST \$(000)	GROSS PROD CONTR \$(000)	GROSS PROD CONTR %	DIRECT MKTG./ ADVERT. \$(000)	INDIR MKTG./ ADVERT. \$(000)	NET PROD CONTR \$(000)	NET PROD CONTR %	
	HARDWARE																	
	SEGA CD	\$49.99	\$40.00	20%	\$40.00		50	\$2,000	\$120	\$2,000	\$44	(\$164)	-8.20	\$1,000		(\$1,164)	-58.20	
	TOTAL HARDWARE						50	\$2,000	\$120	\$2,000	\$44	(\$164)	-8.20	\$1,000		(\$1,164)	-58.20	
								\$40.00		\$40.00								
	PERIPHERALS																	
	TOTAL PERIPHERALS																	
	SOFTWARE																	
	<u>FY 1997 TITLES</u>																	
	FY97 TITLES																	
	FY97 TITLES																	
	RESERVE TITLES:																	
	<u>FY 1996 TITLES</u>																	
	TOTAL SOFTWARE																	
	TOTAL SEGA CD						50	\$2,000	\$120	\$2,000	\$44	(\$164)	-8.20	\$1,000		(\$1,164)	-58.20	
									6.00%	100.00%	2.20%			50.00%				

GENESIS 32X
CURRENT FORECAST
FISCAL YEAR 1997

PROD NO.	REL MTH	PRODUCT NAME	MEGS	SGSTD RETAIL PRICE	"A" PRICE	RETAIL MARGIN	LANDED COST	SOA MARGIN	QUOTA (000)	GROSS SALES \$(000)	SALES ADJ. \$(000)	PROD COST \$(000)	VAR COST \$(000)	GROSS PROD CONTR \$(000)	GROSS PROD CONTR %	DIRECT MKTG./ ADVERT. \$(000)	INDIR MKTG./ ADVERT. \$(000)	NET PROD CONTR \$(000)	NET PROD CONTR %	
HARDWARE																				
		GENESIS 32X WITH VF		\$79.99	\$72.00	10%	\$62.00	14%	100	\$7,200	\$432	\$6,200	\$158	\$410	5.69	\$2,000		(\$1,590)	-22.09	
		GENESIS 32X CORE		\$49.99	\$40.00	20%	\$40.00		350	\$14,000	\$840	\$14,000	\$308	(\$1,148)	-8.20			(\$1,148)	-8.20	
		TOTAL HARDWARE							450	\$21,200	\$1,272	\$20,200	\$466	(\$738)	-3.48	\$2,000		(\$2,738)	-12.92	
										\$47.11		\$44.89								
SOFTWARE																				
FY 1997 TITLES																				
		FY97 TITLES	24	\$49.99	\$33.00		\$27.00													ERR
		FY97 TITLES	16	\$39.99	\$26.00		\$23.00													ERR
RESERVE TITLES:																				
																				ERR
																				ERR
		FY 1996 TITLES																		
		CLOSEOUT		\$29.99	\$19.50		\$15.00													ERR
		STANDARD COST VARIANCE																		ERR
																				ERR
		TOTAL SOFTWARE																		ERR
																				ERR
		TOTAL GENESIS 32X							450	\$21,200	\$1,272	\$20,200	\$466	(\$738)	-3.48	\$2,000		(\$2,738)	-12.92	
											6.00%	95.28%	2.20%			9.43%				

****CONFIDENTIAL****
PICO
FINANCIAL BUSINESS PLAN
FISCAL YEAR 1997

PROD NO.	REL MTH	PRODUCT NAME	MEGS	SGSTD RETAIL PRICE	"A" PRICE	RETAIL MARGIN	LANDED COST	SOA MARGIN	QUOTA (000)	GROSS SALES \$(000)	SALES ADJ. \$(000)	PROD COST \$(000)	VAR COST \$(000)	GROSS PROD CONTR \$(000)	GROSS PROD CONTR %	DIRECT MKTG./ ADVERT. \$(000)	INDIR MKTG./ ADVERT. \$(000)	NET PROD CONTR \$(000)	NET PROD CONTR %	
HARDWARE																				
49001	APR	PICO HW W/ RS		\$139.99	\$112.00	20%	\$102.00	9%	135	\$15,120	\$756	\$13,770	\$1,043	(\$449)	-2.97	\$4,000	\$581	(\$5,031)	-33.27	
	NOV	PICO HW W/ RS		\$139.99	\$112.00	20%	\$92.00	18%	15	\$1,680	\$84	\$1,380	\$116	\$100	5.96		\$65	\$35	2.11	
NO PRICE PROTECTION, \$5 RETAIL PROGRAM							\$2.00				\$300			(\$300)	ERR			(\$300)	ERR	
/TOTAL HARDWARE																				
									150	\$16,800	\$1,140	\$15,150	\$1,159	(\$649)	-3.86	\$4,000	\$646	(\$5,295)	-31.52	
										\$112.00		\$101.00								
PERIPHERALS																				
TOTAL PERIPHERALS																				
SOFTWARE																				
<u>FY 1997 Titles</u>																				
		SONIC		\$39.99	\$28.00	30%	\$18.50	34%	40	\$1,120	\$34	\$740	\$77	\$269	24.03		\$43	\$226	20.18	
		ALEX & ALICE		\$39.99	\$28.00	30%	\$18.50	34%	20	\$560	\$17	\$370	\$39	\$135	24.03		\$22	\$113	20.18	
		101 DALMATIONS		\$49.99	\$35.00	30%	\$18.50	47%	50	\$1,750	\$53	\$925	\$121	\$652	37.24		\$67	\$584	33.40	
		MUPPETS		\$49.99	\$35.00	30%	\$18.50	47%	40	\$1,400	\$42	\$740	\$97	\$521	37.24		\$54	\$468	33.40	
		PINOCCHIO		\$49.99	\$35.00	30%	\$18.50	47%							ERR				ERR	
RESERVE TITLES																				
									150	\$4,830	\$145	\$2,775	\$333	\$1,577	32.65		\$186	\$1,391	28.80	
										\$32.20		\$18.50								
SOFTWARE																				
<u>FY 1996 Titles</u>																				
		CLOSEOUT		\$29.99	\$21.00	30%	\$19.00	10%	45	\$945	\$28	\$855	\$65	(\$4)	-0.38		\$36	(\$40)	-4.22	
		BERENSTAIN BEARS		\$49.99	\$35.00	30%	\$19.01	46%	20	\$700	\$21	\$380	\$48	\$251	35.79		\$27	\$224	31.94	
		WINNIE THE POOH		\$39.99	\$28.00	30%	\$18.40	34%	20	\$560	\$17	\$368	\$39	\$137	24.39		\$22	\$115	20.54	
		MAGIC SCHOOL BUS		\$39.99	\$28.00	30%	\$14.70	48%	15	\$420	\$13	\$221	\$29	\$158	37.60		\$16	\$142	33.75	
		LION KING		\$49.99	\$35.00	30%	\$21.17	40%	25	\$875	\$26	\$529	\$60	\$259	29.61		\$34	\$225	25.77	
		POCAHONTAS		\$49.99	\$35.00	30%	\$20.96	40%	25	\$875	\$26	\$524	\$60	\$264	30.21		\$34	\$231	26.37	
									150	\$4,375	\$131	\$2,877	\$302	\$1,065	24.34		\$168	\$897	20.50	
										\$29.17		\$19.18								
TOTAL SOFTWARE																				
									300	\$9,205	\$276	\$5,652	\$635	\$2,642	28.70		\$354	\$2,288	24.85	
										\$30.68		\$18.84								
TOTAL PICO																				
									450	\$26,005	\$1,416	\$20,802	\$1,794	\$1,993	7.66	\$4,000	\$1,000	(\$3,007)	-11.56	
											5.45%	79.99%	6.90%		15.38%	3.85%				

****CONFIDENTIAL****
SEGA SATURN
FINANCIAL BUSINESS PLAN
FISCAL YEAR 1997

PROD NO.	REL MTH	PRODUCT NAME	MEGS	SGSTD RETAIL PRICE	"A" PRICE	RETAIL MARGIN	LANDED COST	SOA MARGIN	QUOTA (000)	GROSS SALES (\$000)	SALES ADJ. (\$000)	PROD COST (\$000)	VAR COST (\$000)	GROSS PROD CONTR (\$000)	GROSS PROD CONTR %	DIRECT MKTG./ADVERT. (\$000)	INDIR MKTG./ADVERT. (\$000)	NET PROD CONTR (\$000)	NET PROD CONTR %	
HARDWARE																				
		SATURN WITH SOFTWARE		\$239.99	\$225.59	6%	\$236.00	-5%	0	\$0	\$0	\$0	\$0	\$0	ERR	\$28,000	\$0	(\$28,000)	ERR	
		SATURN CORE 2		\$249.99	\$234.99	6%	\$232.00	1%	800	\$187,992	\$7,520	\$185,600	\$12,595	(\$17,723)	-9.43	\$0	\$5,986	(\$23,709)	-12.61	
		SATURN CORE 2		\$199.99	\$187.99	6%	\$232.00	-23%	0	\$0	\$0	\$0	\$0	\$0	ERR	\$0	\$0	\$0	ERR	
		PLUTO CORE/OEM		\$549.99	\$420.00	24%	\$390.00	7%	0	\$0	\$0	\$0	\$0	\$0	ERR	\$0	\$0	\$0	ERR	
		BRAND PLAN 4%					\$10.00				\$8,000			(\$8,000)				(\$8,000)		
		TOTAL HARDWARE							800	\$187,992	\$15,520	\$185,600	\$12,595	(\$25,723)	-13.68	\$28,000	\$5,986	(\$59,709)	-31.76	
										\$234.99		\$232.00								
PERIPHERALS																				
80100	APR	CONTROL PAD		\$34.99	\$22.50	36%	\$9.90	56%	50	\$1,125	\$45	\$495	\$57	\$528	46.90		\$36	\$492	43.72	
80114	APR	SOJ CONTROLLER BLACK		\$24.99	\$17.00	32%	\$6.50	62%	450	\$7,650	\$306	\$2,925	\$390	\$4,029	52.66		\$244	\$3,785	49.48	
80101	APR	BACKUP		\$59.99	\$41.00	32%	\$23.46	43%	20	\$820	\$33	\$469	\$42	\$276	33.68		\$26	\$250	30.50	
80102	APR	6 PLAYER		\$49.99	\$34.00	32%	\$20.40	40%	20	\$680	\$27	\$408	\$35	\$210	30.90		\$22	\$188	27.72	
80104	APR	MISSION STICK		\$79.99	\$54.00	32%	\$35.70	34%	20	\$1,080	\$43	\$714	\$55	\$268	24.79		\$34	\$233	21.60	
80112	APR	VIRTUA STICK		\$64.99	\$44.00	32%	\$21.50	51%	20	\$880	\$35	\$430	\$45	\$370	42.04		\$28	\$342	38.85	
80106	APR	RF UNIT		\$24.99	\$17.00	32%	\$12.40	27%	50	\$850	\$34	\$620	\$43	\$153	17.96		\$27	\$126	14.77	
80107	APR	ARCADE RACER		\$79.99	\$54.00	32%	\$28.56	47%	25	\$1,350	\$54	\$714	\$69	\$513	38.01		\$43	\$470	34.83	
80113	APR	STUNNER		\$49.99	\$34.00	32%	\$22.00	35%	25	\$850	\$34	\$550	\$43	\$223	26.19		\$27	\$196	23.01	
		TOTAL PERIPHERALS							680	\$15,285	\$611	\$7,325	\$780	\$6,569	42.98	\$0	\$487	\$6,082	39.79	
										\$22.48		\$10.77								
SOFTWARE																				
FY 1997 Titles																				
		PANZER DRAGON 2		\$49.99	\$34.00	32%	\$17.50	49%	125	\$4,250	\$128	\$2,188	\$285	\$1,650	38.83		\$135	\$1,515	35.65	
		IRON RAIN		\$49.99	\$34.00	32%	\$16.50	51%	50	\$1,700	\$51	\$825	\$114	\$710	41.77		\$54	\$656	38.59	
		BAKU BAKU		\$39.99	\$28.00	30%	\$17.50	38%	50	\$1,400	\$42	\$875	\$94	\$389	27.80		\$45	\$345	24.62	
		LEGEND OF THOR		\$59.99	\$42.00	30%	\$17.50	58%	50	\$2,100	\$63	\$875	\$141	\$1,021	48.63		\$67	\$954	45.45	
		FIGHTING VIPERS		\$49.99	\$35.00	30%	\$17.50	50%	175	\$6,125	\$184	\$3,063	\$410	\$2,468	40.30		\$195	\$2,273	37.12	
		MR. BONES		\$49.99	\$35.00	30%	\$17.50	50%	100	\$3,500	\$105	\$1,750	\$235	\$1,411	40.30		\$111	\$1,299	37.12	
		NIGHTS		\$49.99	\$35.00	30%	\$17.50	50%	275	\$9,625	\$289	\$4,813	\$645	\$3,879	40.30		\$306	\$3,572	37.12	
		VIRTUA ON		\$49.99	\$35.00	30%	\$17.50	50%	125	\$4,375	\$131	\$2,188	\$293	\$1,763	40.30		\$139	\$1,624	37.12	
		BUG TOO!		\$39.99	\$30.00	25%	\$17.50	42%	125	\$3,750	\$113	\$2,188	\$251	\$1,199	31.97		\$119	\$1,079	28.78	
		VIRTUA COP 2		\$49.99	\$35.00	30%	\$17.50	50%	150	\$5,250	\$158	\$2,625	\$352	\$2,116	40.30		\$167	\$1,949	37.12	
		RIGLORD SAGA 2		\$59.99	\$42.00	30%	\$17.50	58%	50	\$2,100	\$63	\$875	\$141	\$1,021	48.63		\$67	\$954	45.45	
		SONIC		\$49.99	\$35.00	30%	\$17.50	50%	350	\$12,250	\$368	\$6,125	\$821	\$4,937	40.30		\$390	\$4,547	37.12	
		STAR WARS (ALIEN HIVE)		\$49.99	\$35.00	30%	\$17.50	50%	100	\$3,500	\$105	\$1,750	\$235	\$1,411	40.30		\$111	\$1,299	37.12	
		SOCCER		\$49.99	\$35.00	30%	\$17.50	50%	50	\$1,750	\$53	\$875	\$117	\$705	40.30		\$56	\$650	37.12	
		DAYTONA REMIX		\$49.99	\$35.00	30%	\$17.50	50%	75	\$2,625	\$79	\$1,313	\$176	\$1,058	40.30		\$84	\$974	37.12	
		NBA ACTION		\$59.99	\$42.00	30%	\$17.50	58%	50	\$2,100	\$63	\$875	\$141	\$1,021	48.63		\$67	\$954	45.45	
		MANX TT		\$49.99	\$35.00	30%	\$17.50	50%	75	\$2,625	\$79	\$1,313	\$176	\$1,058	40.30		\$84	\$974	37.12	
		WORLD SERIES BASEBALL		\$59.99	\$42.00	30%	\$17.50	58%	200	\$8,400	\$252	\$3,500	\$563	\$4,085	48.63		\$267	\$3,818	45.45	
		NFL FOOTBALL		\$59.99	\$42.00	30%	\$17.50	58%	300	\$12,600	\$378	\$5,250	\$844	\$6,128	48.63		\$401	\$5,727	45.45	
		WIPEOUT		\$59.99	\$40.00	33%	\$25.50	36%	85	\$3,400	\$102	\$2,168	\$228	\$903	26.55		\$108	\$794	23.37	
		DESTRUCTION DERBY		\$59.99	\$40.00	33%	\$25.50	36%	85	\$3,400	\$102	\$2,168	\$228	\$903	26.55		\$108	\$794	23.37	
		GOLDEN AXE		\$39.99	\$28.00	30%	\$17.50	38%	30	\$840	\$25	\$525	\$56	\$234	27.80		\$27	\$207	24.62	
		HEART OF DARKNESS		\$49.99	\$35.00	30%	\$21.00	40%	75	\$2,625	\$79	\$1,575	\$176	\$795	30.30		\$84	\$712	27.12	
		PYGNOSIS TITLES		\$59.99	\$42.00	30%	\$25.50	39%	300	\$12,600	\$378	\$7,650	\$844	\$3,728	29.59		\$401	\$3,327	26.40	
		HOSHINO TITLES		\$49.99	\$35.00	30%	\$17.50	50%	200	\$7,000	\$210	\$3,500	\$469	\$2,821	40.30		\$223	\$2,598	37.12	
		QUOTA (SLIP)/INCREASE		\$49.99	\$35.00	30%	\$17.50	50%	(290)	(\$10,150)	(\$305)	(\$5,075)	(\$680)	(\$4,090)	40.30		(\$323)	(\$3,767)	37.12	
		DAYTONA		\$29.99	\$20.00	33%	\$4.45	78%	10	\$200	\$6	\$45	\$13	\$136	68.05		\$6	\$130	64.87	
		SEGA RALLY		\$39.99	\$28.00	30%	\$6.25	78%	10	\$280	\$8	\$63	\$19	\$190	67.98		\$9	\$181	64.79	
		VIRTUA FIGHTER 2		\$39.99	\$28.00	30%	\$4.25	85%	10	\$280	\$8	\$43	\$19	\$210	75.12		\$9	\$201	71.94	
		VIRTUA COP		\$39.99	\$28.00	30%	\$4.65	83%	10	\$280	\$8	\$47	\$19	\$206	73.69		\$9	\$197	70.51	
		QUOTA (SLIP)/INCREASE		\$49.99	\$35.00		\$6.50		0	\$0	\$0	\$0	\$0	\$0	ERR		\$0	\$0	ERR	

RESERVE TITLES

****CONFIDENTIAL****
SEGA SATURN
FINANCIAL BUSINESS PLAN
FISCAL YEAR 1997

PROD NO.	REL MTH	PRODUCT NAME	MEGS	SGSTD RETAIL PRICE	"A" PRICE	RETAIL MARGIN	LANDED COST	SOA MARGIN	QUOTA (000)	GROSS SALES \$(000)	SALES ADJ. \$(000)	PROD COST \$(000)	VAR COST \$(000)	GROSS PROD CONTR \$(000)	GROSS PROD CONTR %	DIRECT MKTG./ ADVERT. \$(000)	INDIR MKTG./ ADVERT. \$(000)	NET PROD CONTR \$(000)	NET PROD CONTR %
		DRAGONFORCE		\$39.99	\$28.00	30%	\$17.50	38%											
		MICKEY MOUSE		\$49.99	\$35.00	30%	\$17.50	50%											
		SKY TARGET		\$49.99	\$35.00	30%	\$17.50	50%											
		TERRA FANTATICA		\$49.99	\$35.00	30%	\$17.50	50%											
		YUMMEMI 3		\$59.99	\$42.00	30%	\$17.50	58%											
TOTAL SOFTWARE									3,000	\$110,780	\$3,323	\$55,969	\$7,422	\$44,066	39.78	\$0	\$3,527	\$40,538	36.59
										\$36.93		\$18.66							
TOTAL SATURN									4,480	\$314,057	\$19,454	\$248,894	\$20,797	\$24,912	7.93	\$28,000	\$10,000	(\$13,088)	-4.17
											6.19%	79.25%	6.62%		8.92%	3.18%			

HOLDING WAREHOUSE INVENTORY REPORT

<u>WHSE</u>	<u>PRODUCT NUMBER</u>	<u>DESCRIPTION</u>	<u>QUANTITY</u>
PH	49101	Amazing Sonic Pkt Arcade	3
PH	49104	Eternal Champions-Pkt Arcade	2
NH	4401	Batman Returns CD	1433
PH	4903	Night Trap Cd	384
NH	2142	Powerback,Rechargeable Battery	244
NH	2409	NBA Action-Star David Robinson	1872
NH	84002	Star Wars 32X Hardware	13386
PH	84002	Star Wars 32X Hardware	7866
NH	1214	David Robinson's Supreme Ct BB	842
NH	1236	NBA Action 95 Starring David R	360

	Hardware	Units Software	Other	Hardware	Dollars Software	Other	Total Dollars
OPEN ORDERS							
0 - 14	0	332	0		4,481.88		4,481.88
15 - 30	0	0	0				
31 - 60	0	0	0				
61 - 90	0	0	0				
91 - 120	0	0	0				
Over 120	0	0	0				
TOTAL OPEN	0	332	0		4,481.88		4,481.88
INVOICED							
Gross Invoices	0	0	0				
Less Good Returns	0	0	0				
Adjustments	0	0	0				
NET INVOICED (Gross-Good Returns)	0	0	0				
TOTAL							
Open + Invoiced	0	332	0		4,481.88		4,481.88

JOB: EIS115 ***COMPANY CONFIDENTIAL***
 RPT: EIS115-01
 P.C. - CD ROM SOFTWARE

Sega Consumer Products Division
 SALES STATUS SUMMARY

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	Hardware	Units Software	Other	Hardware	Dollars Software	Other	Total Dollars
OPEN ORDERS							
0 - 14	0	776	0		21,460.00		21,460.00
15 - 30	0	0	0				
31 - 60	0	0	0				
61 - 90	0	0	0				
91 - 120	0	0	0				
Over 120	0	0	0				
TOTAL OPEN	0	776	0		21,460.00		21,460.00

INVOICED							
Gross Invoices	0	0	0				
Less Good Returns	0	0	0				
Adjustments	0	0	0				
NET INVOICED (Gross-Good Returns)	0	0	0				

TOTAL							
Open + Invoiced	0	776	0		21,460.00		21,460.00

JOB: EIS115
 RPT: EIS115-01
 SATURN

COMPANY CONFIDENTIAL

Sega Consumer Products Division
 SALES STATUS SUMMARY

PAGE: 5
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	Units			Dollars			Total
	Hardware	Software	Other	Hardware	Software	Other	Dollars
OPEN ORDERS							
0 - 14	1,188	70,012	536	276,301.27	2,587,592.02	17,733.36	2,881,626.65
15 - 30	132	2,648	42	31,018.68	97,804.40	945.00	129,768.08
31 - 60	0	48	0		1,632.00		1,632.00
61 - 90	0	1,968	0		67,968.00		67,968.00
91 - 120	0	0	0				
Over 120	0	240	0		10,080.00		10,080.00
TOTAL OPEN	1,320	74,916	578	307,319.95	2,765,076.42	18,678.36	3,091,074.73
INVOICED							
Gross Invoices	0	0	0				
Less Good Returns	0	0	0				
Adjustments	0	0	0				
NET INVOICED (Gross-Good Returns)	0	0	0				
TOTAL							
Open + Invoiced	1,320	74,916	578	307,319.95	2,765,076.42	18,678.36	3,091,074.73

JOB: EIS115
RPT: EIS115-01
32X

COMPANY CONFIDENTIAL

Sega Consumer Products Division
SALES STATUS SUMMARY

PAGE: 7
Updated: 4/03/96
0:24 AM

	U n i t s			D o l l a r s			Total
	Hardware	Software	Other	Hardware	Software	Other	Dollars
OPEN ORDERS							
0 - 14	0	84	0		3,716.64		3,716.64
15 - 30	0	126	0		5,228.16		5,228.16
31 - 60	0	0	0				
61 - 90	0	0	0				
91 - 120	0	0	0				
Over 120	0	0	0				
TOTAL OPEN	0	210	0		8,944.80		8,944.80
INVOICED							
Gross Invoices	0	0	0				
Less Good Returns	0	0	0				
Adjustments	0	0	0				
NET INVOICED (Gross-Good Returns)	0	0	0				
TOTAL Open + Invoiced	0	210	0		8,944.80		8,944.80

	Hardware	Units Software	Other	Hardware	Dollars Software	Other	Total Dollars

OPEN ORDERS							
0 - 14	0	0	0				
15 - 30	0	0	0				
31 - 60	0	0	0				
61 - 90	0	0	0				
91 - 120	0	0	0				
Over 120	0	0	0				
TOTAL OPEN	0	0	0				

INVOICED							
Gross Invoices	0	0	0				
Less Good Returns	0	0	0				
Adjustments	0	0	0				
NET INVOICED (Gross-Good Returns)	0	0	0				

TOTAL							
Open + Invoiced	0	0	0				

Kalinske, Tom

From: Kalinske, Tom
To: Ciciretto, Len; Ribero, Mike; Kaneshiro, Makoto; McEnany, Lee@255SLMAC; Bay, Carey; Fornasier, Diane@255SLMAC; Cohen, Neil@255SLMAC; Abramson, Tom; Hector, Roger; Goveia, Steve; Koch, Steven; Payne, Steve@PDMACPO; Miller, Joe@PDMACPO; Toyoda, Shinobu; Oberholzer, Andre; Utsunomiya, Takaharu; Carlson, Arvin@255SLMAC; Hart, Deb
Subject: Saturn Success in Japan
Date: Thursday, March 28, 1996 11:49AM

It is one thing to hear/read about how well we are doing in Japan vs. Sony, it's another to personally witness it. I just visited 10 retail stores in Tokyo (most in Akihabra); it's now spring break so the crowds of teens/college kids are huge. We are killing Sony. In every store, Saturn hardware is sold out and there are stacks of Playstation. The retailers commented they can't compare the true sales rate because Saturn sells out before they can measure accurately. Our interactive displays are better, our software displays and stocking far superior. It is not unusual to see 40-50 copies of Panzer Zwei or Virtua Fighter 2 stocked in even small stores and they are selling fast. I wish I could get all our staff, sales people, retailers, analysts, media, etc. to see and understand what's happening in Japan; they would then understand why we will win here in the U.S. eventually.

How do we show that at E3?

Tom

SALES STATUS					AGED AVAILABILITY								
ITEM DESCRIPTION	TOT YR	YEAR-TO-DATE		M-T-D	TO 14 DAYS			TO 44 DAYS			CURRENT FISCAL YEAR		
	SALES GOAL	NET INVOICED	INVOICED + CUST OPEN	NET INVOICED	NET ON HAND	0-14 OPEN CUS ORDERS	0-14 AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	VS. DEMAND
HARDWARE													
* 49101 Amazing Sonic Pkt A	0	0	0	0	3	0	3	0	3	0	3	0	3
* 49104 Eternal Champions-P	0	0	0	0	2	0	2	0	2	0	2	0	2
49140 Pods	0	0	0	0	489	0	489	0	489	0	489	0	489
*** TOTAL HARDWARE	0	0	0	0	494	0	494	0	494	0	494	0	494
												Inventory Excess:	494
												Inventory Shortage:	0
SOFTWARE													
*** TOTAL SOFTWARE	0	0	0	0	0	0	0	0	0	0	0	0	0
												Inventory Excess:	0
												Inventory Shortage:	0
*** TOTAL TOYS-GAMES													
												Inventory Excess:	494
												Inventory Shortage:	0

* SKU shows inventory in "QC Hold" Warehouse. See report EIS160-2.

----- S A L E S S T A T U S -----

----- A G E D A V A I L A B I L I T Y -----

ITEM	DESCRIPTION	SALES STATUS			AGED AVAILABILITY										
		TOT YR SALES GOAL	YEAR-TO-DATE NET INVOICED	INVOICED + CUST OPEN	M-T-D NET INVOICED	NET ON HAND	TO 14 DAYS			TO 44 DAYS			CURRENT FISCAL YEAR		VS. DEMAND
						0-14 OPEN CUS ORDERS	0-14 AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND			
4432	Adventures of Batma	0	0	0	0	14,096	0	14,096	0	14,096	0	14,096	0	14,096	
4435	Surgical Strike	0	0	18	0	4,772	18	4,772	18	4,772	18	4,772	18	4,772	
4437	Wirehead	0	0	0	0	3,685	0	3,685	0	3,685	0	3,685	0	3,685	
4438	Fahrenheit	0	0	6	0	7,231	6	7,231	6	7,231	6	7,231	6	7,231	
4439	Midnight Raiders	0	0	0	0	10,774	0	10,774	0	10,774	0	10,774	0	10,774	
4440	Wild Woody	0	0	0	0	636	0	636	0	636	0	636	0	636	
4441	Ecco The Dolphin 2	0	0	0	0	2,423	0	2,423	0	2,423	0	2,423	0	2,423	
4442	Power Rangers	0	0	0	0	3,660	0	3,660	0	3,660	0	3,660	0	3,660	
4444	The Masked Rider: K	0	0	0	0	77	0	77	0	77	0	77	0	77	
4445	Android Assault: Th	0	0	0	0	236	0	236	0	236	0	236	0	236	
4448	Flashback	0	0	0	0	949	0	949	0	949	0	949	0	949	
4449	Myst	0	0	18	0	0	18	0	18	0	18	0	18	18	
4450	Lords of Thunder	0	0	0	0	4,789	0	4,789	0	4,789	0	4,789	0	4,789	
4607	Racing Aces Cd	0	0	0	0	1,103	0	1,103	0	1,103	0	1,103	0	1,103	
4608	Formula One GP	0	0	0	0	292	0	292	0	292	0	292	0	292	
4651	Dark Wizard	0	0	0	0	1,740	0	1,740	0	1,740	0	1,740	0	1,740	
4652	Prince of Persia	0	0	0	0	2,585	0	2,585	0	2,585	0	2,585	0	2,585	
4653	Sherlock Holmes Vol	0	0	0	0	1,729	0	1,729	0	1,729	0	1,729	0	1,729	
4655	Eye Of The Beholder	0	0	0	0	455	0	455	0	455	0	455	0	455	
4656	Shining Force	0	0	0	0	1,041	0	1,041	0	1,041	0	1,041	0	1,041	
4657	Dungeon Explorer	0	0	0	0	4,785	0	4,785	0	4,785	0	4,785	0	4,785	
4901	Marky Mark - Make Y	0	0	0	0	14,965	0	14,965	0	14,965	0	14,965	0	14,965	
4902	Inxs - Make Your Ow	0	0	0	0	1,632	0	1,632	0	1,632	0	1,632	0	1,632	
* 4903	Night Trap Cd	0	0	0	0	423	0	423	0	423	0	423	0	423	
4908	Bouncers	0	0	0	0	261	0	261	0	261	0	261	0	261	
*** TOTAL SOFTWARE		0	0	231	0	117,879	231	117,879	231	117,879	231	117,879	231	117,879	

Inventory Excess: 117,811
 Inventory Shortage: 163

*** TOTAL SEGA CD	82,000	0	435	0	225,484	435	235,792	435	235,792	435	235,792	435	235,792	435
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Inventory Excess: 235,724
 Inventory Shortage: 367

* SKU shows inventory in "QC Hold" Warehouse. See report EIS160-2.

----- S A L E S S T A T U S -----

----- A G E D A V A I L A B I L I T Y -----

ITEM	DESCRIPTION	TOT YR	YEAR-TO-DATE		M-T-D	TO 14 DAYS			TO 44 DAYS		CURRENT FISCAL YEAR		VS. DEMAND	
		SALES GOAL	NET INVOICED	INVOICED + CUST OPEN	NET INVOICED	NET ON HAND	0-14 OPEN CUS ORDERS	0-14 AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE		CUMULATIVE DEMAND
81029	Battle Arena Toshin	35,000	0	1,058	0	11,048	1,055	11,048	1,055	11,048	1,058	11,048	1,058	9,990
81033	Three Dirty Dwarves	0	0	5,694	0	0	5,622	0	5,622	0	5,694	0	5,694	5,694
81035	Guardian Heroes	15,000	0	12,132	0	0	11,844	0	11,844	0	12,132	0	12,132	12,132
81036	Clockwork Knight 2	0	0	140	0	3,018	44	3,018	44	3,018	92	3,018	140	2,878
81045	Golden Axe: The Due	0	0	1,440	0	0	1,200	0	1,200	0	1,440	0	1,440	1,440
81046	Gun Griffon	0	0	5,538	0	0	3,498	0	3,498	0	3,738	0	5,538	5,538
81101	Pebble Beach Golf L	50,000	0	34	0	8,094	32	8,094	32	8,094	34	8,094	34	8,060
81102	NHL All-Star Hockey	81,000	0	118	0	17,538	104	17,538	104	17,538	118	17,538	118	17,420
81103	NBA Action 95	0	0	12,282	0	0	11,256	0	11,256	0	12,282	0	12,282	12,282
81105	Worldwide Soccer	50,000	0	14	0	5,527	14	5,527	14	5,527	14	5,527	14	5,513
81106	Prime Time NFL Foot	0	0	6	0	0	6	0	6	0	6	0	6	6
81109	World Series Baseba	87,000	0	150	0	2,043	54	2,043	54	2,043	102	2,043	150	1,893
81113	World Series Baseba	0	0	240	0	0	0	0	0	0	0	0	240	240
81200	Daytona USA	133,000	0	247	0	7,962	226	7,962	226	7,962	247	7,962	247	7,715
81202	Hang On GP	25,000	0	60	0	5,201	39	5,201	39	5,201	60	5,201	60	5,141
81205	Cyber Speedway	32,000	0	24	0	13,146	24	13,146	24	13,146	24	13,146	24	13,122
81207	Sega Rally Champion	139,000	0	192	0	13,906	97	13,968	97	13,968	120	13,968	192	13,776
81211	Wipeout	0	0	1,554	0	0	1,554	0	1,554	0	1,554	0	1,554	1,554
81212	Destruction Derby	0	0	2,010	0	0	2,010	0	2,010	0	2,010	0	2,010	2,010
81300	Mystaria: The Realm	14,000	0	12	0	10,588	12	10,588	12	10,588	12	10,588	12	10,576
81302	Legend of Oasis	0	0	240	0	0	0	0	0	0	240	0	240	240
81501	Baku Baku	0	0	3,663	0	0	3,591	0	3,591	0	3,663	0	3,663	3,663

*** TOTAL SOFTWARE	1,267,000	0	74,916	0	187,626	70,012	227,750	70,012	227,750	72,708	227,750	74,916		
													Inventory Excess:	205,860
													Inventory Shortage:	53,026

*** TOTAL SATURN	2,177,000	0	76,814	0	468,743	71,736	537,869	71,736	579,333	74,606	620,586	76,814		
													Inventory Excess:	596,900
													Inventory Shortage:	53,128

* SKU shows inventory in "QC Hold" Warehouse. See report EIS160-2.

----- SALES STATUS -----

----- AGED AVAILABILITY -----

ITEM	DESCRIPTION	SALES STATUS			M-T-D	AGED AVAILABILITY									
		TOT YR	YEAR-TO-DATE			NET	TO 14 DAYS			TO 44 DAYS			CURRENT FISCAL YEAR		
		SALES GOAL	NET INVOICED	INVOICED + CUST OPEN	NET INVOICED	NET ON HAND	0-14 OPEN CUS ORDERS	0-14 AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	VS. DEMAND	
2327	Poker Face Paul's S	0	0	0	0	6	0	6	0	6	0	6	0	6	
2330	Arcade Classics	0	0	4,719	0	7,720	4,554	7,720	4,554	14,720	4,719	14,720	4,719	10,001	
2402	Shinobi	0	0	0	0	6,082	0	6,082	0	6,082	0	6,082	0	6,082	
2403	Joe Montana	0	0	0	0	24	0	24	0	24	0	24	0	24	
2408	Sonic The Hedgehog	0	0	72	0	623	72	623	72	623	72	623	72	551	
* 2409	NBA Action-Star Dav	0	0	0	0	1,920	0	1,920	0	1,920	0	1,920	0	1,920	
2417	Streets of Rage	0	0	0	0	960	0	960	0	960	0	960	0	960	
2418	The Majors: Pro Bas	0	0	0	0	24	0	24	0	24	0	24	0	24	
2424	SONIC II ---> SEE	40,000	0	0	0	0	0	0	0	0	0	0	0	0	
2429	Greenog	0	0	0	0	24	0	24	0	24	0	24	0	24	
2431	Lemmings	0	0	1	0	72	1	72	1	72	1	72	1	71	
2437	Vampire Master of D	0	0	1	0	0	0	0	0	0	1	0	1	1-	
2439	World Series Baseba	0	0	0	0	2,216	0	2,216	0	2,216	0	2,216	0	2,216	
2446	Dr Robotniks Mean B	0	0	0	0	3,314	0	3,314	0	3,314	0	3,314	0	3,314	
2447	Berenstain Bears-Ca	0	0	54	0	1,776	54	1,776	54	1,776	54	1,776	54	1,722	
2449	Super Columns	17,000	0	21	0	10,604	0	10,604	0	10,604	21	10,604	21	10,583	
2450	Sports Trivia Champ	19,000	0	6	0	6,625	6	6,625	6	6,625	6	6,625	6	6,619	
2451	Baku Baku	0	0	426	0	0	426	0	426	0	426	0	426	426-	
2505	X-Men	0	0	0	0	48	0	48	0	48	0	48	0	48	
2507	Sonic The Hedgehog	0	0	0	0	41,426	0	41,426	0	41,426	0	41,426	0	41,426	
2510	Surf Ninjas Game Ge	0	0	0	0	1,559	0	1,559	0	1,559	0	1,559	0	1,559	
2511	Jurassic Park	0	0	1	0	102	1	110	1	110	1	110	1	109	
2515	Sonic Chaos	0	0	0	0	108,550	0	108,550	0	108,550	0	108,550	0	108,550	
2516	Ecco The Dolphin	0	0	0	0	48	0	48	0	48	0	48	0	48	
2517	Streets of Rage II	0	0	0	0	775	0	775	0	775	0	775	0	775	
2518	NFL '95	0	0	18	0	61,140	18	61,140	18	61,140	18	61,140	18	61,122	
2519	Ren & Stimpy	0	0	0	0	24	0	40	0	40	0	40	0	40	
2520	Asterix & The Great	0	0	0	0	24	0	56	0	56	0	56	0	56	
2523	Speedy Gonzales	6,000	0	0	0	13,254	0	13,254	0	13,254	0	13,254	0	13,254	
2524	Shining Force Sword	0	0	0	0	27	0	27	0	27	0	27	0	27	
2525	Disney's Aladdin	1,000	0	6	0	2	6	2	6	2	6	2	6	4-	
2526	Sonic Spinball	0	0	0	0	361	0	361	0	361	0	361	0	361	
2528	GP Rider	0	0	0	0	990	0	990	0	990	0	990	0	990	
2530	Sonic Triple Troubl	0	0	14	0	38,727	0	38,727	14	38,727	14	38,727	14	38,713	
2531	Xmen: Game Masters	0	0	0	0	29,479	0	29,479	0	29,479	0	29,479	0	29,479	
2533	Mickey Mouse Legend	0	0	0	0	29,043	0	29,043	0	29,043	0	29,043	0	29,043	
2534	NHL All-Star Hockey	10,000	0	12	0	42,836	12	42,836	12	42,836	12	42,836	12	42,824	
2535	Chicago Syndicate	11,000	0	12	0	20,087	12	20,087	12	20,087	12	20,087	12	20,075	
2536	Bonkers	0	0	0	0	8,286	0	8,286	0	8,286	0	8,286	0	8,286	
2537	World Series Baseba	7,000	0	18	0	15,719	18	15,719	18	15,719	18	15,719	18	15,701	
2538	Taz In Escape From	3,000	0	14	0	22,581	0	22,581	14	22,581	14	22,581	14	22,567	
2541	Ecco:2 The Tides Of	1,000-	0	0	0	53,759	0	53,759	0	53,759	0	53,759	0	53,759	
2543	Ristar	0	0	0	0	7,852	0	7,852	0	7,852	0	7,852	0	7,852	
2544	Dynamite Headdy	0	0	0	0	15,262	0	15,262	0	15,262	0	15,262	0	15,262	
2548	Mighty Morphin Powe	5,000	0	14	0	42,364	0	42,364	0	42,364	14	42,364	14	42,350	
2549	Lion King	26,000	0	0	0	419	0	419	0	419	0	419	0	419	

* SKU shows inventory in "QC Hold" Warehouse. See report EIS160-2.

SALES STATUS				AGED AVAILABILITY										
ITEM	DESCRIPTION	TOT YR	YEAR-TO-DATE		M-T-D	TO 14 DAYS			TO 44 DAYS			CURRENT FISCAL YEAR		VS. DEMAND
		SALES GOAL	NET INVOICED	INVOICED + CUST OPEN	NET INVOICED	NET ON HAND	0-14 OPEN CUS ORDERS	0-14 AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	
HARDWARE														
84001	Genesis 32X	48,000	0	0	0	277,914	0	277,914	0	277,914	0	277,914	0	277,914
84001C	Genesis 32X - Refur	0	0	0	0	15,638	0	15,638	0	15,638	0	15,638	0	15,638
* 84002	Star Wars 32X Hardw	1,000	0	0	0	23,599	0	23,599	0	23,599	0	23,599	0	23,599
84003	Genesis 32X Core -	0	0	0	0	67,983	0	67,983	0	67,983	0	67,983	0	67,983
84005	Doom 32X Hardware	10,000	0	0	0	16,808	0	16,808	0	16,808	0	16,808	0	16,808
*** TOTAL HARDWARE		59,000	0	0	0	401,942	0	401,942	0	401,942	0	401,942	0	401,942
													Inventory Excess:	401,942
													Inventory Shortage:	0
SOFTWARE														
84503	Knuckles Chaotix	11,000	0	24	0	24,131	3	24,131	3	24,131	24	24,131	24	24,107
84504	Tempo	5,000	0	0	0	15,977	0	15,977	0	15,977	0	15,977	0	15,977
84505	Space Harrier	0	0	0	0	5,911	0	5,911	0	5,911	0	5,911	0	5,911
84506	Doom	5,000	0	0	0	138,533	0	138,533	0	138,533	0	138,533	0	138,533
84507	Afterburner	0	0	0	0	6,600	0	6,600	0	6,600	0	6,600	0	6,600
84508	Star Wars Arcade	0	0	0	0	34,236	0	34,236	0	34,236	0	34,236	0	34,236
84509	Shadow Squadron	12,000	0	0	0	36,287	0	36,287	0	36,287	0	36,287	0	36,287
84511	Metal Head	32,000	0	0	0	80,461	0	80,461	0	80,461	0	80,461	0	80,461
84512	Motherbase	11,000	0	0	0	28,866	0	28,866	0	28,866	0	28,866	0	28,866
84517	Spiderman: Web of F	5,000	0	48	0	3,354	48	3,354	48	3,354	48	3,354	48	3,306
84518	Kolibri	12,000	0	0	0	11,245	0	11,245	0	11,245	0	11,245	0	11,245
84519	Blackthorne	0	0	0	0	3,019	0	3,019	0	3,019	0	3,019	0	3,019
84520	T-Mek	0	0	0	0	4,223	0	4,223	0	4,223	0	4,223	0	4,223
84521	Star Trek:Star Flee	0	0	24	0	4,746	3	4,746	3	4,746	24	4,746	24	4,722
84600	Super Motocross	0	0	24	0	30,807	3	30,807	3	30,807	24	30,807	24	30,783
84601	Virtua Racing Delux	5,000	0	0	0	37,198	0	37,198	0	37,198	0	37,198	0	37,198
84602	Golf Magazine's 36	16,000	0	24	0	75,168	3	75,168	3	75,168	24	75,168	24	75,144
84605	World Series Baseba	5,000	0	6	0	2,113	6	2,113	6	2,113	6	2,113	6	2,107
84700	Cosmic Carnage	0	0	0	0	21,144	0	21,144	0	21,144	0	21,144	0	21,144
84701	Virtua Fighter	86,000	0	36	0	59,161	15	59,161	15	59,161	36	59,161	36	59,125
84705	Primal Rage	0	0	24	0	97	3	97	3	97	24	97	24	73
*** TOTAL SOFTWARE		79,000	0	210	0	623,277	84	623,277	84	623,277	210	623,277	210	623,067
													Inventory Excess:	623,067
													Inventory Shortage:	0
*** TOTAL 32X		138,000	0	210	0	1,025,219	84	1,025,219	84	1,025,219	210	1,025,219	210	1,025,009
													Inventory Excess:	1,025,009
													Inventory Shortage:	0

* SKU shows inventory in "QC Hold" Warehouse. See report EIS160-2.

----- SALES STATUS -----

----- AGED AVAILABILITY -----

ITEM	DESCRIPTION	SALES STATUS			AGED AVAILABILITY									
		TOT YR - SALES GOAL	YEAR-TO-DATE NET INVOICED	INVOICED + CUST OPEN	M-T-D NET INVOICED	NET ON HAND	TO 14 DAYS			TO 44 DAYS			CURRENT FISCAL YEAR	
						0-14 OPEN CUS ORDERS	0-14 AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND		
1634	Audio Video Cable	0	0	0	0	28,529	0	28,529	0	28,529	0	28,529	0	28,529
1635	Stereo AV Cable	7,000	0	252	0	23,177	252	23,177	252	23,177	252	23,177	252	22,925
1639	AC Adaptor	65,000	0	75	0	15,647	75	15,647	75	15,647	75	15,647	75	15,572
1645	Mega Mouse	0	0	0	0	9,022	0	9,022	0	9,022	0	9,022	0	9,022
1647	Team Player 2	3,000	0	12	0	23,566	12	23,566	12	23,566	12	23,566	12	23,554
1650	Control Pad	471,000	0	8,142	0	74	8,142	74	8,142	75,074	8,142	150,074	8,142	141,932
1653	6-Button Arcade Pad	442,000	0	13,410	0	177	10,410	177	10,410	25,177	13,410	100,177	13,410	86,767
1654	Team Player	0	0	0	0	964	0	964	0	964	0	964	0	964
1655	Arcade Power Stick	0	0	0	0	2,118	0	2,118	0	2,118	0	2,118	0	2,118
1658	Menacer	0	0	0	0	72	0	72	0	72	0	72	0	72
1658T	Menacer Without Sof	0	0	0	0	6	0	6	0	6	0	6	0	6
1659	Activator w/ Eterna	0	0	0	0	21,339	0	21,339	0	21,339	0	21,339	0	21,339
1659-T1	Activator Core	0	0	0	0	16,039	0	16,039	0	16,039	0	16,039	0	16,039
1671	Menacer w/ Terminat	0	0	0	0	144	0	144	0	144	0	144	0	144
1804	D&D Eternal Sun Hin	0	0	0	0	4,379	0	4,379	0	4,379	0	4,379	0	4,379
1805	Sonic Strategy Guid	0	0	0	0	4,205	0	4,205	0	4,205	0	4,205	0	4,205
1933	Power Strip	12,000	0	0	0	5,134	0	5,134	0	5,134	0	5,134	0	5,134
1937	Sega Club 6 Button	14,000	0	0	0	2,897	0	2,897	0	2,897	0	2,897	0	2,897
1938	Activator (Tec Toy)	0	0	0	0	869	0	869	0	869	0	869	0	869
6102	Nomad Powerback	25,000	0	4,084	0	6	4,084	10,006	4,084	10,006	4,084	10,006	4,084	5,922
6103	Nomad Powerback W/A	0	0	720	0	0	720	0	720	0	720	0	720	720
6104	Universal AC Adapto	35,000	0	5,040	0	2,158	5,040	2,158	5,040	12,158	5,040	12,158	5,040	7,118
*** TOTAL OTHER		1,298,000	0	32,838	0	251,070	29,838	261,070	29,838	371,070	32,838	531,070	32,838	

Inventory Excess: 499,265
 Inventory Shortage: 1,033

SOFTWARE

1009	Sonic The Hedgehog	0	0	48	0	30	48	30	48	30	48	30	48	18
1010	Kid Chameleon	0	0	0	0	24	0	24	0	24	0	24	0	24
1035	Green Dog	0	0	0	0	264	0	264	0	264	0	264	0	264
1039	Alisia Dragoon	0	0	0	0	48	0	48	0	48	0	48	0	48
1043	Toejam & Earl 2	0	0	0	0	87	0	87	0	87	0	87	0	87
1047	Chakan	0	0	0	0	48	0	48	0	48	0	48	0	48
1048	The Young Indiana J	0	0	0	0	24	0	24	0	24	0	24	0	24
1051	Sonic The Hedgehog	0	0	0	0	12,574	0	12,574	0	12,574	0	12,574	0	12,574
1055	Disney's Bonkers	0	0	0	0	5	0	5	0	5	0	5	0	5
1056	Jurassic Park	0	0	96	0	0	96	0	96	0	96	0	96	96
1057	X-Men	0	0	30	0	0	30	0	30	0	30	0	30	30
1058	Aladdin	0	0	0	0	19,640	0	19,640	0	19,640	0	19,640	0	19,640
1062	Desert Demolition S	8,000	0	117	0	64	96	64	96	64	117	64	117	53
1067	McDonald Land	0	0	0	0	24	0	24	0	24	0	24	0	24
1068	Ren & Stimpy	0	0	0	0	31	0	31	0	31	0	31	0	31
1073	Cool Spot	0	0	0	0	48	0	48	0	48	0	48	0	48
1074	Ex-Mutants	0	0	0	0	48	0	48	0	48	0	48	0	48

* SKU shows inventory in "QC Hold" Warehouse. See report EIS160-2.

----- S A L E S S T A T U S -----

----- A G E D A V A I L A B I L I T Y -----

ITEM	DESCRIPTION	SALES			M-T-D		TO 14 DAYS			TO 44 DAYS		CURRENT FISCAL YEAR		VS. DEMAND
		GOAL	NET INVOICED	INVOICED + CUST OPEN	NET INVOICED	NET ON HAND	0-14 OPEN CUS ORDERS	0-14 AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	
1551	Subterrania	0	0	0	0	40,257	0	40,257	0	40,257	0	40,257	0	40,257
1552	Richard Scarry's Bu	0	0	48	0	295	48	295	48	295	48	295	48	247
1553	Ecco: The Tides of	11,000	0	0	0	32,008	0	32,008	0	32,008	0	32,008	0	32,008
1554	Ecco Jr.	0	0	0	0	1,662	0	1,662	0	1,662	0	1,662	0	1,662
1555	Ristar	0	0	0	0	2,761	0	2,761	0	2,761	0	2,761	0	2,761
1556	Garfield	75,000	0	25	0	85,760	2	85,760	2	85,760	25	85,760	25	85,735
1557	Jurassic Park Rampa	0	0	0	0	102	0	102	0	102	0	102	0	102
1558	Magic School Bus	25,000	0	0	0	1,042	0	1,042	0	1,042	0	1,042	0	1,042
1563	Sonic & Knuckles	36,000	0	0	0	215,727	0	215,727	0	215,727	0	215,727	0	215,727
1569	Comix Zone	132,000	0	19	0	61,491	17	61,491	17	61,491	19	61,491	19	61,472
1570	Power Rangers	0	0	0	0	402	0	402	0	402	0	402	0	402
1572	The Ooze	25,000	0	13	0	576	12	576	12	576	13	576	13	563
1573	Mega Bomberman	0	0	0	0	6,126	0	6,126	0	6,126	0	6,126	0	6,126
1574	X-Perts	0	0	12,168	0	0	7,992	0	7,992	0	8,016	0	12,168	12,168
1576	VR Troopers	26,000	0	12	0	432	12	432	12	432	12	432	12	420
1577	Vector Man	360,000	0	85	0	123,194	62	123,194	62	123,194	85	123,194	85	123,109
1578	Power Rangers: The	205,000	0	81	0	83,844	58	83,844	58	83,844	81	83,844	81	83,763
1705	Menacer 6-in-1 Soft	0	0	0	0	678	0	678	0	678	0	678	0	678
1706	Dr Robotnik's Mean	0	0	0	0	1,123	0	1,123	0	1,123	0	1,123	0	1,123
1713	Wacky Worlds W/ Mou	12,000	0	21	0	10,823	0	10,823	0	10,823	21	10,823	21	10,802
1715	Arcade Classics I	0	0	6,720	0	0	5,736	0	5,736	0	5,736	0	6,720	6,720
1717	6 In 1 Cartridge	38,000	0	5,306	0	172	3,887	15,172	3,887	15,172	5,306	15,172	5,306	9,866
1718	Genesis Assortment	0	0	2,304	0	0	2,304	0	2,304	0	2,304	0	2,304	2,304
1720	Genesis Assortment	0	0	1,056	0	8,184	1,056	8,184	1,056	8,184	1,056	8,184	1,056	7,128
1840	Bugs Bunny	0	0	4,716	0	0	4,716	0	4,716	0	4,716	0	4,716	4,716
1841	Marsupilami	0	0	2,724	0	0	2,412	0	2,412	0	2,412	0	2,724	2,724
1941	Eternal Champs/ASCI	0	0	0	0	108	0	108	0	108	0	108	0	108
20901	Activator Kit	0	0	0	0	46	0	46	0	46	0	46	0	46
*** TOTAL SOFTWARE		1,522,000	0	35,959	0	1,402,226	28,824	1,417,226	28,824	1,417,226	30,511	1,417,226	35,959	
														Inventory Excess: 1,410,132
														Inventory Shortage: 28,865
*** TOTAL GENESIS		4,471,000	0	83,986	0	1,788,490	67,542	1,821,754	67,542	2,032,652	77,356	2,817,652	83,986	
														Inventory Excess: 2,765,144
														Inventory Shortage: 31,478

* SKU shows inventory in "QC Hold" Warehouse. See report EIS160-2.

----- S A L E S S T A T U S -----

----- A G E D A V A I L A B I L I T Y -----

ITEM DESCRIPTION	- TOT YR -	YEAR-TO-DATE		-- M-T-D --	TO 14 DAYS			TO 44 DAYS			CURRENT FISCAL YEAR		
	SALES GOAL	NET INVOICED	INVOICED + CUST OPEN	NET INVOICED	NET ON HAND	0-14 OPEN CUS ORDERS	0-14 AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	CUMULATIVE AVAILABLE	CUMULATIVE DEMAND	VS. DEMAND
Cumulative Available		The accumulated quantity that was/will be available. Includes the quantity invoiced plus on hand plus all open purchase orders (MR's or WO's) no matter when they are due to be received											
Cumulative Demand		The quantity invoiced plus the quantity still to be shipped on all customer orders											
vs. Demand		The difference between the "Cumulative Available" and the "Cumulative Demand". Estimated inventory after all orders are shipped and all purchases are received											
Inventory Excess		Accumulation of all the positive values											
Inventory Shortage		Accumulation of all the negative values											

Be He
Screw Technology

What is bootles 96/97

RR-What were Flyg SW
Simple limitations

RPG's most messag

Studio approach



SOA CORPORATE MEMORANDUM

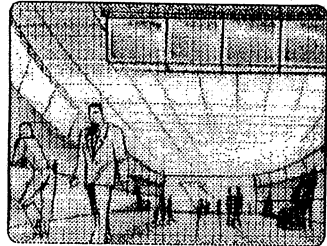
TO: Neil Cohen **COPY:** M. Ribero
D. Fornasier
FROM: Tom Kalinske
DATE: April 1, 1996
SUBJECT: SATURN "AIRPORT" STORYBOARD

A few concerns:

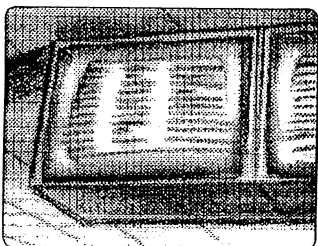
1. \$249.00 price must be added visually and verbally.
2. Amount of time committed to game footage seems to have decreased; we need 50% of time on footage. The quality of footage is also crucial. Isn't this to be on VF-2 and Panzer Dragoon-2? Who is selecting scenes?
3. Casting of pilots is very important, let's get younger pilots our target audience can identify with. When did we decide on Hare Krishna cult members? Who in our audience identifies with them? They might be good for attention/humor, but not for selling product. Don't we need someone more typical of our audience, i.e., college age, in this spot?
4. Again, since we know Nintendo is going to position Nintendo 64 as "The Ultimate Game Machine", shouldn't we pre-empt that claim?

TJK:kr

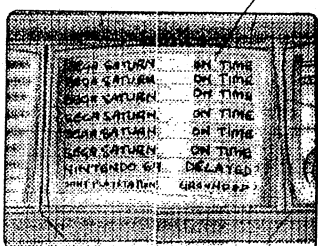
SEGA SATURN



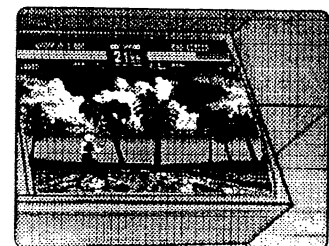
OPEN ON AIRPORT TERMINAL.
SFX: Various airport sounds.
RECORDING (V.O.): The white zone is for loading... [and unloading only].



CUT TO CLOSE-UP OF TERMINAL MONITORS DISPLAYING ARRIVAL AND DEPARTURE TIMES.
SFX: Various airport sounds.
V.O. (PA) Attention, this is the last boarding call for flight 207...



PAN TO SECOND MONITOR WHICH SHOWS SEVERAL SATURN FLIGHTS FLASHING "ON TIME"; A NINTENDO 64 IS "DELAYED?"; A PLAYSTATION FLIGHT IS "GROUNDED?"
SFX: Ambient airport noise.
V.O. All passengers please proceed to Gate 11.



PAN TO THIRD MONITOR WHICH HAS GAME ACTION OF VIRTUA FIGHTER 2.
SFX: Ambient airport noise.
RECORDING (V.O.): The Saturn zone is for unlimited game action with the coolest game library on earth.



ZOOM TO FULL SCREEN OF GAME ACTION. AN ANIMATED PLANE WITH A BANNER FLIES ACROSS THE BOTTOM OF THE SCREEN.
SFX: Game sounds.
FILTERED V.O.: Sega Saturn is the only game system with three 32-bit processors.



CUT TO ANGLE OF MONITOR'S POV LOOKING DOWN ON TWO SECT MEMBERS WATCHING THE GAME ACTION ABOVE.



PAN CAMERA TO REVEAL A PAIR OF PILOTS PLAYING GAME VIGOROUSLY WHILE A STEWARDESS STRUTS UP.
SFX: Ambient airport noise. Controller button clicks.
STEWARDESS: Hey guys, that's our flight! We gotta go!



CUT BACK TO GAME ACTION.
SFX: Game sounds.
FILTERED V.O.: Three processors mean better graphics.



CUT TO STEWARDESS SHAKING THEIR SHOULDERS.
STEWARDESS: Come on you guys! Everyone's on board... lets go!



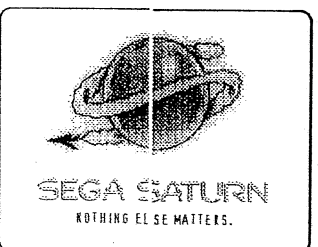
CUT BACK TO GAME ACTION.
SFX: Game sounds.
FILTERED V.O.: Three processors mean better gameplay.



CUT TO CLOSE-UP OF PILOT'S EYES.
SFX: Ambient airport noise. Controller button clicks.
STEWARDESS: This is serious! You don't expect ME to fly that plane do you? YOU HEAR ME??



CUT BACK TO GAME ACTION.
SFX: Game sounds.
FILTERED V.O.: Sony Playstation has only one 32-bit processor.



CUT TO ANIMATED PLANE FLYING ERRATICALLY AROUND A BLUE SPHERE LEAVING BEHIND A SMOKE RING "S".
SFX: Airplane flying.
V.O.: When you've got triple processing power, nothing else matters.



CUT TO SECT MEMBER FLYING THE PLANE. HE TURNS TOWARD CAMERA AND YELLS.
SECT MEMBER: Sega!

Now at 249

"La Zona Blanca" :30 Second TV

CD: R. Frankel Date: 03/29/96
AD: K. Loh Job#: SEGA-42B1
CW: P. Thornburgh Revision#: 4

How do we get new
[249 99]

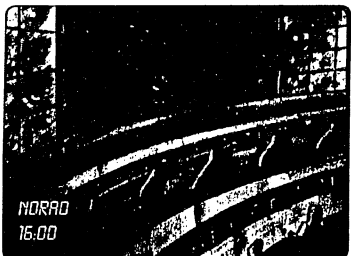
aww... games &

Other E-3 Commercial
on Panzer Dragoon - 2

4/1/97

SEGA SATURN

"Armageddon"
:30 Second TV



HIGH-TECH MILITARY COMMAND POST. A DIGITAL READOUT (WITH TELETYPE SFX) APPEARS ON SCREEN. ALL HELL IS BREAKING LOOSE. NUCLEAR WARNING LIGHTS FLASH, AND BUZZERS SOUND THROUGHOUT SPOT.

SFX: Teletype
FILTERED V.O.: Norad, 16-hundred hours.



GENERAL: People, this is NOT at test. We are at Defcon [5]. Commence perimeter defense measures.



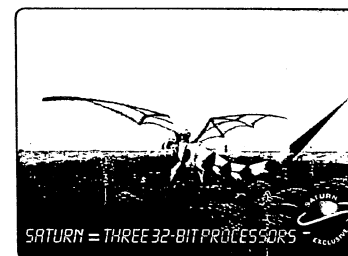
CUT TO "OVER THE SHOULDER" ROLLING SEQUENCE OF OPERATORS PUSHING BUTTONS AS GENERAL BARKS.

GENERAL: Alpha Sector!
OPERATOR 1: Check!
GENERAL: Tango Sector!
OPERATOR 2: Check!



ROLLING SHOT ENDS AT CONSOLE MONITOR THAT HAS GAME ACTION OF PANZER DRAGOON GAME ON IT.

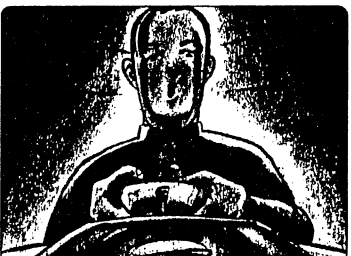
SFX: Game sounds, Panzer music
GENERAL: Delta Sector!



ZOOM TO FULL SCREEN OF GAME ACTION.

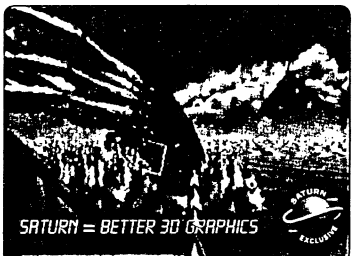
SFX: Teletype, Game sounds, Panzer music

FILTERED V.O.: Sega Saturn is the only game system with three 32-bit processors. *now only \$149.*



CUT TO DELTA SECTOR OPERATOR.

SFX: Warning buzzers.
GENERAL: DELTA SECTOR!!!!
SYNTHETIC FEMALE VOICE: 20 seconds to impact



CUT BACK TO GAME ACTION.

SFX: Teletype, Game sounds, Panzer music
FILTERED V.O.: Three 32-bit processors mean better 3D graphics.



CUT TO TIGHTER SHOT OF OPERATOR'S FACE

SFX: Warning buzzers.
GENERAL: I SAID, DELTA SECTOR!!!!



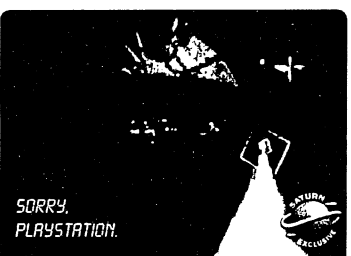
CUT BACK TO GAME ACTION.

SFX: Teletype, Game sounds, Panzer music
FILTERED V.O.: Three processors also mean better gameplay.



CUT TO CLOSE-UP OF OPERATOR'S EYES.

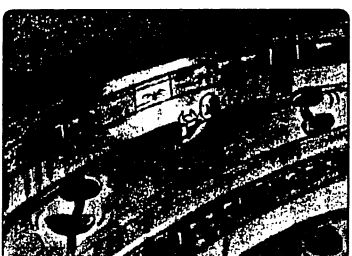
SFX: Warning buzzers.
SYNTHETIC FEMALE VOICE: 10 seconds to impact



CUT BACK TO GAME ACTION.

SFX: Teletype, Game sounds, Panzer music
FILTERED V.O.: Sony Playstation has only one 32-bit processor.

SYNTHETIC FEMALE VOICE: 5...4...



CUT TO WIDE SHOT OF COMMAND CENTER. NO ONE EXCEPT DELTA OPERATOR IS LEFT. CHAIRS ARE SPINNING AS IF EVERYONE LEFT IN A HURRY.

SFX: Warning buzzers.
SYNTHETIC FEMALE VOICE: 3...2...



CUT TO SATURN "GLOBE" LOGO WHICH SPINS AROUND TO NORTH AMERICA JUST AS A MUSHROOM CLOUD APPEARS.

SFX: Explosion
V.O.: When you've got Panzer Dragoon 2 and triple processing power, nothing else matters.



CUT TO POST-NUCLEAR RUBBLE. A COCKROACH CLIMBS UP TO THE TOP AND YELLS:

ROACH: Sega!



ALTERNATE ENDING:

CUT TO "FRIED GENERAL" IN POST-NUCLEAR RUBBLE WITH GREEN GLOW AROUND HIM.

GENERAL: Sega!

FY97 BRAND PLANS

PLATFORM	SRP	"A" PRICE	RETAIL MARGIN	LANDED COST	SEGA MARGIN	BRAND PLAN
GENESIS PRICE PACK VALUE PACK	\$ 99.99 \$129.99	\$ 92.00 \$117.00	8% 10%	\$73.00 \$79.00	9.0% 32.5%	Additional \$2 - \$3 margin on HW with retail SW purchase of 3:1 and 4:1 respectively
GAME GEAR PRICE PACK	\$ 99.99	\$ 92.00	8%	\$85.00	7.6%	Additional \$2 - \$3 margin on HW with retail SW purchase of 3:1 and 4:1 respectively
PICO HARDWARE	\$139.99	\$112.00	20%	\$101.00	7.9%	Additional \$2 - \$3 margin on HW with retail SW purchase of 2:1 and 3:1 respectively
SATURN CORE PACK CORE PACK 1 SFRW PACK	\$249.99 \$199.99 \$239.99	\$234.99 \$188.00 \$225.50	6% 6% 6%	\$232.00 \$232.00 \$236.00	1% (23%) (4%)	Additional 6% (approx. \$10) margin based on advertising, SW ratio, and in store equality

* CY 95 Nintendo main pack sold at 10% margin plus 3% warehouse allowance for a 13% total.

* Sega had a 5% retail margin on the \$99 pack, and and 8.5% margin on the \$129 pack.

BRAND PLAN

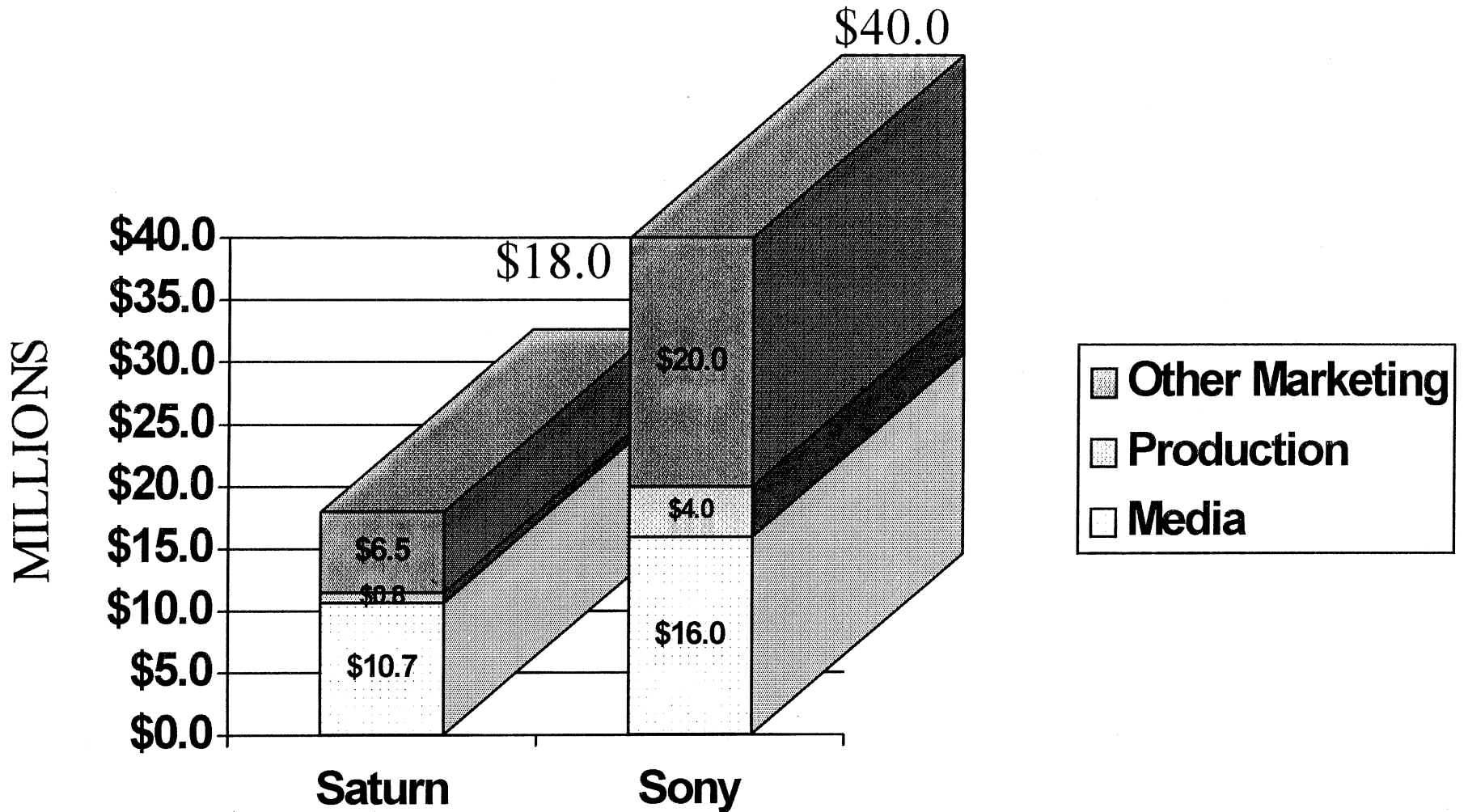
	SATURN	GENESIS	GAME GEAR	PICO
MAP	YES	NO	NO	YES
SW HW RATIO				
0 - 1.9:1	0	0	0	0
2:1	0	0	0	\$2
3:1	0	\$2	\$2	\$3
4:1	1%	\$3	\$3	
5:1	2%			
6:1	3%			
OTHER DISCOUNTS	3%			
REQUIREMENT	MUST RUN 3 ADS BY 12/31 MUST RUN 1 MORE BY 1/31 EQUAL SPACE TO COMPETITION	MUST CARRY 80% OF NEW RELEASE MUST CARRY 5 PERIPHERALS	MUST CARRY 80% OF NEW RELEASE MUST CARRY 5 PERIPHERALS	MUST PURCHASED 80% OF NEW RELEASES

SATURN VS. SONY BACKGROUND

CY95 Monthly Base Sell-Through

	<u>May-95</u>	<u>Jun-95</u>	<u>Jul-95</u>	<u>Aug-95</u>	<u>Sep-95</u>	<u>Oct-95</u>	<u>Nov-95</u>	<u>Dec-95</u>	<u>Cum</u>	<u>Proj.FY96</u>
PSX					130,728	70,487	103,637	340,941	645,793	750,000
Price					\$299					
Saturn	19,844	18,661	10,536	10,205	19,534	14,437	24,310	119,790	237,317	275,000
Price	\$399					\$349				
							\$299			
Ratio PSX/Saturn	0	0	0	0	6.7	4.9	4.3	2.8	2.7	2.7

1995 SEPT-DEC MARKETING EXPENDITURES -SATURN VS. SONY-



SEGA OF AMERICA FY97 SATURN BUSINESS PLAN

KEY COMPETITIVE ASSUMPTIONS

- Sony Playstation
 - Pricing -- \$249 with software at E3; \$199 core sometime in the fall.
 - Retailer Margin -- Maximum of 10% on core; 15% on pack-in.
- Nintendo 64
 - Not available until late fall.

SEGA OF AMERICA

FY97 SATURN BUSINESS PLAN

1. KEY COMPETITIVE ASSUMPTIONS

- Sony Playstation
 - Pricing -- \$249 with software at E3; \$199 core sometime in the fall.
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- Nintendo 64
 - Not available until late fall.

2. COMPETITIVE REQUIREMENTS

<u>REQUIREMENT</u>	<u>450K PLAN</u>	<u>800K PLAN</u>
<u>Pricing</u>		
• Hardware	Maximum \$50 difference; \$249 base	Lead Sony with \$199 on Sept. 1
• Software	Slight premium	Parity with Sony
• Peripherals	Slight Premium	Parity with Sony
Retail Margin	Up to 9% with brand plan	Up to 12% with brand plan
Marketing Support	\$20MM; \$42MM total budget	\$28MM; \$50MM total budget
Merchandising	\$6MM; \$10MM total budget	\$10MM; \$15MM total budget
<u>Software/Peripherals</u>		
<u>Line-Up</u>		
• Sega Characters	Late Summer/Fall	Nights in Aug.; Sonic in late Oct./Nov.
• Arcade	Key titles by Christmas	Fighting Vipers in Oct; All others by late Nov.
• Sports	Baseball in Summer; Football in Fall	Baseball in late June; Football by late Sept.
• Other	Based on current schedule	See calendar
• Internet/Analog Peripherals		Launch at E3
Third Party	As per current plan	Minimum of five exclusive titles Top 10 titles released simultaneously
Overhead	\$32.5MM with Frontline	\$37.5MM with Frontline

Sega Saturn FY'97 Strategies

Hardware/Peripherals

- Position Saturn as the technically superior next generation system that provides the best gameplay experience.
- Establish pricing leadership by pre-empting Sony at strategically significant times.
 - \$249 effective April 1
 - \$199 effective September 1 (\$239 with software)
- Leverage exclusive Saturn peripherals, including internet connector and new analog controller.
- Explore ways to further cost reduce hardware.

Software

- Drive Saturn hardware with exclusive arcade and Sega character titles (Nights, Sonic, Fighting Vipers, Virtual On, Virtua Cop 2). *VF-2; Panzer Zwei*
- Strengthen sports line-up and ship titles concurrent with season.
- Leverage the availability of Sony's games on Saturn
- Aggressively pursue product acquisitions from outside sources to fulfill significant quota gap (685,000 units).
- Work with 3rd Parties to:
 - Secure 5 exclusives and ensure th
on Saturn and Sony.
 - Ensure the best Sony titles come to

*They come later, Sony is
already working on #2*

ly release

Software

- Drive Saturn hardware with exclusive arcade and Sega character titles (Nights, Sonic, Fighting Vipers, Virtual On, Virtua Cop 2). *VF-2; Panzer-Zwei*
- Strengthen sports line-up and ship titles concurrent with season.
- Leverage the availability of Sony's games on Saturn
- Aggressively pursue product acquisitions from outside sources to fulfill significant quota gap (685,000 units).
- Work with 3rd Parties to:
 - Secure 5 exclusives and ensure the top 10 titles simultaneously release on Saturn and Sony.
 - Ensure the best Sony titles come to Saturn with equal quality.

Marketing

- Focus first half marketing efforts on closing the perceived technology gap between Saturn and Sony, as well as communicating the reduced price.
- Focus second half efforts on \$199 price and thematic marketing campaigns: Nights (Back to School), Fighting (October), Sonic (November) and Arcade (December/January).
- Develop strong sports library/marketing efforts to position Saturn as the high-technology choice for sports enthusiasts.
- Make the Saturn experience more accessible to potential customers by increasing the number of retail interactives and looking for innovative sampling opportunities.
- Work with Sega Game Works to build “hits” at the arcade level.

Issues

The following issues must be addressed to help ensure we meet business plan objectives.

- Concern about timing of key software titles

	<u>Current Date</u>	<u>Date Needed</u>
World Series Baseball	August	June 15
Sonic	November	October 20
Virtual On	December	November 15
Virtua Cop II	December	November 15

Football

- Need to significantly improve 3rd Party support to achieve parity with Sony. Sony 3rd Party library significantly stronger than Saturn.
- Need to source 685K from: Psygnosis (300K), Hoshino's acquisitions (200K), and other yet to be identified sources (185K).
- Significantly reduced marketing budget (down 40%) will make it difficult to compete against Sony's continued heavy support, and Nintendo's expected strong launch.
- Need to improve merchandising efforts to better match with Sony's.
- Need timely information on key Software/Peripherals
 - Nights (Concept, Playable, Game Screens)
 - Heart of Darkness (Dates, Creative Assets)
 - Internet Peripheral (prototype for E3)
 - Analog Controller (prototype for E3)

SEGA OF AMERICA

FY97 PLANNING CALENDAR

INITIATIVE

APR

MAY

JUNE

JULY

AUG

SEP

OCT

NOV

DEC

JAN

HARDWARE

\$249

SCREENVISION

\$199

MARKETING THEMES
(Key Software)

T
E
C
H
N
I
C
A
L

S
U
P
E
R
I
O
R
I
T
Y

PANZER 2
WIPEOUT
DESTRUCTION DERBY

N
I
G
H
T
S

NIGHTS
Link to Sony

F
I
G
H
T
I
N
G

VIRTUA FIGHTER
FIGHTING VIPERS

S
O
N
I
C

SONIC &
Nights

A
R
C
A
D
E

VIRTUA ON
VIRTUA COP 2
MANX TT

SPORTS

NBA?

WSB

FOOTBALL

PERIPHERALS

SATURN INTERNET

EVENTS

E3

LOLLAPALOOZA

SUPERBOWL

GAMERS
DAY

- NOTES: 1. Nights to be launched with new analog controller.
2. Fighting & Sonic initiatives are cross-platform (Saturn, Genesis, Game Gear)

SATURN FY97 MARKETING CALENDAR

3/11/96

PROGRAMS	A	M	J	J	A	S	O	N	D	J	Budget
TV											
TV1- May-June (PD II Zwei/Library)		▬									\$2,853,000
TV2-World Series Baseball-Saturn				▨	▨						SEGA SPORTS
TV3-Aug/Sept (Nights)					▬						\$3,374,000
TV4-Sept/Oct (Fighting)						▬	▬				\$3,374,000
TV5-Oct/Nov (NFL/Sports Library/Saturn)							▨	▨			SEGA SPORTS
TV6-Nov/Dec (Sonic)								▬	▬		\$3,374,000
TV7-Dec/Jan (Virtua Cop 2/Virtual On)									▬		UNFUNDED
Miscellaneous Production											\$58,138
PRINT											
Panzer Dragoon II Zwei			▬	▬							\$129,200
Fighting Vipers							▬	▬			\$181,200
World Series Baseball (Gen, Sat)				▨	▨						SEGA SPORTS
Nights					▬	▬					\$201,180
BUG TOO!							▬	▬			\$98,000
Virtual On/Virtua Cop 2								▬	▬		\$129,200
Sonic-Saturn								▬	▬		\$149,200
NFL							▨	▨			
MERCHANDISING											
Panzer Dragoon II Zwei		▬	▬								\$350,000
WSB/Sports Brand Summer POP				▨	▨						SEGA SPORTS
NFL/Sega Sports							▨	▨	▨		SEGA SPORTS
Sonic-Saturn, Genesis, Game Gear							▬	▬			\$350,000
Virtual On/Virtua Cop 2									▬		\$190,000
Nights					▬	▬					\$330,000

SATURN FY97 MARKETING CALENDAR

3/11/96

PROGRAMS	A	M	J	J	A	S	O	N	D	J	Budget
PROMOTIONS											\$850,000
Footlocker/Sega Sports	////										
Coke/Nascar - Daytona (Sega Sports)		////	////								
Cherry Coke (30 mkts)		=====	=====	=====	=====						
Lollapalooza Tour			=====	=====	=====						
WSBB'96 All-Star Game (Sega Sports)				////							
Arena Interactive (Sega Sports)					////	////	////	////	////	////	
Fleer-Football (Sega Sports)						////					
Nights Wheaties (football-Sega Sports)						////					
Footlocker (football-Sega Sports)						////					
FOX TV/Sonic								=====			
Taco Bell								=====			
Macy's Balloon								=====			
KFC/BUG!									=====		
Int. Dairy								=====			
OTHER											
Packaging											\$594,000
Tradeshow		=====									\$50,000
Sales Materials											\$265,000
TOTAL											\$16,900,118

GENESIS FY97 STRATEGY

Hardware

- Maintain broad distribution and encourage retailer support
 - Brand Plan to provide 8-10% retailer margin and drive 3:1 software/hardware purchase ratio (50% new releases)
 - Brand Plan makes Genesis competitive with Nintendo's 10-13% margin.
- Price and Value product pricing strategy
 - \$99 SRP with a hit game
 - \$129 SRP with multiple games (Many retailers at \$119)

GENESIS FY97 STRATEGY

Software

- Utilize key 3Q software titles to drive hardware sales
 - Sonic 3D
 - Virtua Fighter Animation
 - VectorMan 2
- Strong marketing support for key 3Q software titles
 - 2 National TV campaigns
 - 3 National print campaigns
 - National POP
 - Cross-platform Sonic and VF campaigns will support Genesis and Game Gear (as well as Saturn)

GENESIS FY97 ISSUES

- Concern about timing of key 3Q software titles
 - Virtua Fighter Animation - October ship
 - Sonic 3D - November Ship
- Hardware and Software quota risk if 3Q titles have timing and quality issues

	<u>Current Quota</u>	<u>Downside Quota*</u>
Hardware	700,000	500,000
Sonic 3D	500,000	200,000-300,000
VF Animation	300,000	100,000-200,000
VectorMan 2	200,000	100,000-150,000
Others	350,000	175,000-200,000

- Confirm availability of 6-PAK software for 6-PAK hardware pack
 - Incorporate software into production schedule for earliest possible delivery
- SOA projects 1.5 million units of software inventory at the beginning of FY97
- 3rd Party software mark-downs and re-releases put downward pressure on price and jeopardize SOA's ability to sell existing software inventory as well as good line software

* Assumes on shelf by 12/1

GENESIS/GG FY97 MARKETING CALENDAR

3/10/96

PROGRAMS	A	M	J	J	A	S	O	N	D	Budget
TV										
World Series Baseball (Genesis, Saturn)				■						Sports
Virtua Fighter Animation (Genesis, Game Gear)							■	■		\$3,084,291
Sonic 3D (Genesis, Game Gear)								■	■	\$3,256,830
PRINT										
Nomad (X-Perts, VectorMan, Sonic 3D)			■	■					■	\$360,351
X-Perts				■	■					\$76,600
World Series Baseball (Genesis, Saturn)				■						Sports
Virtua Fighter Animation (Genesis, Game Gear)							■	■		\$76,600
VectorMan 2								■	■	\$76,600
Sonic 3D (Genesis, Game Gear)								■	■	\$76,600
X-Women (Genesis) /X-Men 3 (Game Gear)								■	■	\$76,600
PROMOTIONS										
Bugs Bunny/Sega Channel			■							N/C
Virtua Fighter Animation/Sega Channel							■			N/C
X-Women (Marvel comic Book)							■	■		\$50,000
VectorMan 2 Promo - TBD								■	■	TBD (Corporate)
Virtua Fighter Animation Promo - TBD							■	■		TBD (Corporate)
Sonic 3D Promo - TBD								■	■	TBD (Corporate)
MERCHANDISING										
WSB/Sports Brand Summer POP				■						Sports
Genesis (VF Animation, VectorMan 2, Sonic 3D)							■	■		\$415,000
TRADE/SALES PROGRAMS										
Sales Materials										\$101,000
OTHER										
Trade Shows										\$30,000
Packaging										\$251,000
TOTAL GENESIS										\$7,931,473
										Total FY97 Genesis & Game Gear
										\$8,533,473
										Total FY96 Genesis & Game Gear
										\$14,461,000
										Difference
										(\$5,927,527)
									%	-41%

SEGA SPORTS

Background

Sega Sports' share of the sports category is declining:

<u>Genesis</u>	<u>CY'94</u>	<u>CY'95</u>
Sega Sports	27 %	19 %
Third Party	73 %	81 %
<u>32-bit</u>		
Sega Sports	-----	34 %
3rd Party Saturn	-----	6 %
PSX (1st & 3rd)	-----	60 %

Sports drove Sega Genesis' success. Sports is now a liability on Saturn.

Strategy

- Leverage Sega Sports to build Saturn business
- Position Sega Sports most as authentic game developer
 - Reinforce “authentic” position in all marketing communications
 - Create multiple "hands-on" sampling opportunities:
 - League event alliances (All-Star Games, etc.)
 - In-stadium interactive events (with Coca-Cola)
 - Sportsfest Sponsorships
 - Professional athlete alliances
- Capitalize upon Sega Sports' heritage in producing great sports games
- Explore brand-building strategic alliances

Critical Issues

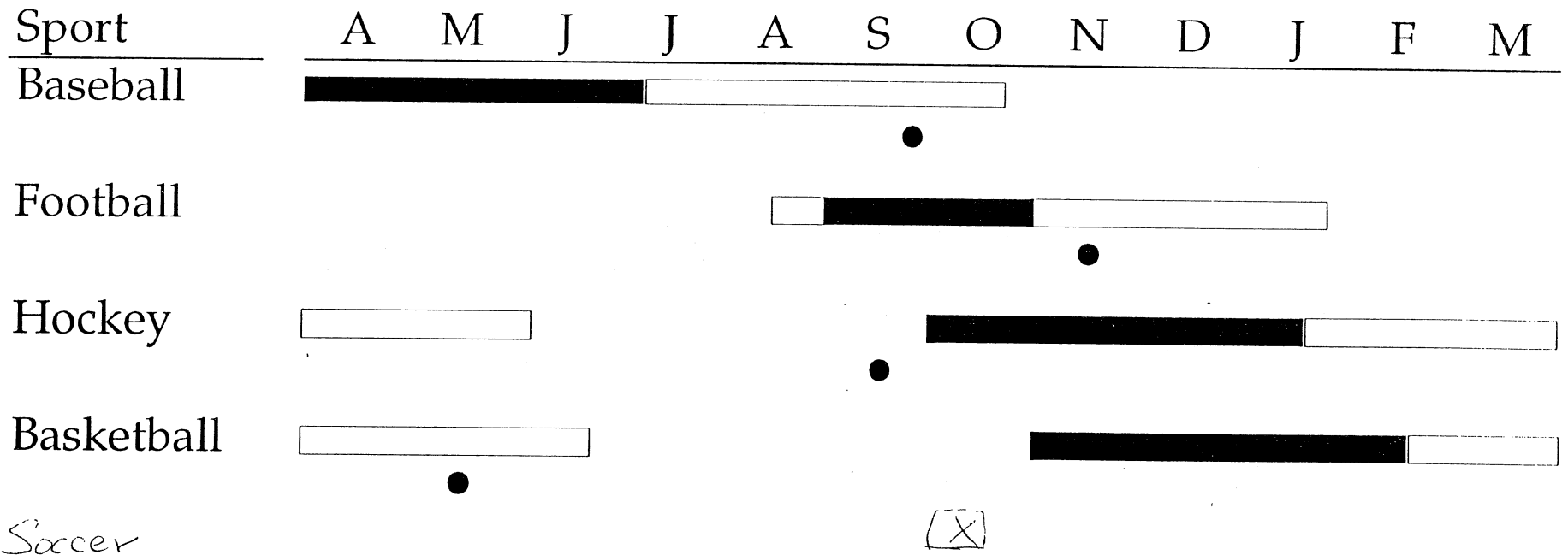
- Sega Sports must release titles in season for peak sales (see attached)

	<u>Timing</u>	<u>Sell-Thru</u> *
World Series Baseball (Saturn)	Sep. 29	59 K
NFL GameDay (PSX)	Nov. 17	201 K

* TRST Nov - Dec

- World Series Baseball II must ship by July 9:
 - Cross - marketing with Genesis WSB
 - Natural springboard during All-Star Game
- Create contingencies for NFL Football
 - ==> Add resources to Spectacular Football
 - ==> 3rd party acquisition (Accolade)
 - ==> EA's Madden exclusivity over PSX
- Independently source 3rd party development for long-term brand strengthening

Professional Sports Calendar



■ - Peak Seasonal "Sweet Spot"

● - Sega Sports Saturn Product Release



Critical Issues, cont.

- No centralized sports development group (SOA, Sega Soft, Sega PC)
 - Inability to time product releases with sports season starts due to:
 - Uncompetitive product quality (NHL Hockey & NBA Action)
- Very strong competitive market

First & Second Party:

In-house staffing to develop and market sports titles

- Sony ~ 80
- EA ~ 100
- Sega Sports = 11

Third Party:

- Other 3rd parties entering sports category:

- | | |
|-------------------------|-------------|
| - Acclaim | - Data East |
| - Interplay (VR Sports) | - Virgin |
| - Crystal Dynamics | - Accolade |

Critical Issues, cont.

- FY'97 budgets force maintenance, not brand-building, strategy
 - Minimum spending requirements for TV can not be covered under current FY'97 budget projections

	<u>Media \$\$\$</u>	<u>% Change</u>
NFL '94	\$ 2,594 K	-----
NFL '95	\$ 1,749 K	- 33 %
Prime Time '96	\$ 1,419 K	- 19 %
NFL ' 97 (Saturn Plan) *	\$ 1,975 K	+ 39 %

* Minimum for moderate exposure (400 GRPs): \$3,242 K

- Without timely releases and adequate marketing budgets, quota downsides are likely on World Series Baseball & NFL Football:

	<u>Current Quota</u>	<u>Downside Potential</u>	<u>Downside Quota</u>
WSB	200 K	(125K)	75 K
NFL	300 K	(150 K)	150 K
<u>Total</u>	500 K	(275 K)	225 K

PICO

KEY STRATEGIES AND INITIATIVES

- Reduce price and improve retail margins
 - Hardware at \$112 "A" (MAP at \$139.99 SRP); 20% margin
 - Software reduced to \$39.99 and \$49.99 SRP
- Continue the Christmas sales momentum on both hardware and software
 - Direct Response TV/Infomercial allow for virtual trial and direct sales
 - In-Store Demo program/Bus permit consumer sampling
- Focus on key licensed storyware titles
 - Muppets
 - 101 Dalmations
 - Sonic

PICO

KEY ISSUES

- FY '97 Marketing \$ are 40% less than FY '96
- 85,000 units of old titles will need to be closed out to retail for \$29.99. No price protection is currently planned for SW in the VLP.
- Future of PICO business is uncertain (i.e. No SW development planned for FY '98)

PICO FY97 MARKETING CALENDAR

3/11/96

Media	A	M	J	J	A	S	O	N	D	Budget
TV										
Cable Natl./Natl. Direct Response							████████████████████			\$657,848
Infomercial							████████████████████			\$616,000
PRINT										
Womens and Computer Mags							████████████████████			\$546,000
In-Store Demo Program										
Sampling Program - Top 20 Markets								████████		\$937,658
Promotions										
PICO Bus					██					\$200,000
Public Relations										
On-Going seeding			██							\$150,000
TRADE/SALES PROGRAMS										
Trade Promotions										\$200,000
Sales Materials										\$130,000
TOTAL										\$3,437,506

PRODUCT CALENDAR FY '96 - '97 REALITY

PRODUCT	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
SEGA SATURN	Wing Arms Hang On GP	Clockwork Knight II	Congo: The Movie Toshinden	Guardian Heroes	Panzer Dragoon 2 WipeOut Iron Rain Spring Tour (sampler)	Destruction Derby Baku Baku NBA Action 3 Dirty Dwarves
GENESIS		Sports NFL Pack SuperSonic Pack	Six in One Nomad		Marsupilami	X-Perts Arcade Classics Bugs Bunny
GAME GEAR	Sport Pack (WSB/Sonic 2)		Arcade Classics 1		Arena Baku Baku	
GENESIS 32X		Spiderman WSB				
PICO				Smart Alex & Alice		
SEGA PC	Ecco the Dolphin Tomcat Alley Comix Zone		<u>Affiliate Label</u> Elroy Hits the Pavement	<u>Affiliate Label</u> Infinity City	Virtua Fighter Baku Baku Sonic Screen Saver VF Screensaver (TBD) Daytona USA (nV1- bundle) Virtua Cop (nV1-bundle)	Sonic PC
PRODUCT	JULY	AUGUST	SEPTEMBER	OCTOBER Fighting Month	NOVEMBER Sonic Month	DECEMBER Arcade Month
SEGA SATURN	World Series Baseball Legend of Thor Golden Axe (3 Dirty Dwarves?) (Heart of Darkness?)		Nights mr. Bones Soccer	NFL Football Fighting Vipers Sonic WSB 2 W W Soccer II 1996 Tour	Sonic Spectacular Football BUG Too! Riglord Saga 2 Daytona Remix	Virtual On Virtua Cop 2 Manx TT Roach Racing?
GENESIS	WSB '96			Virtua Fighter (TBD) X-Women	Sonic 3D (TBD) Vectorman 2 (TBD)	
GAME GEAR	Bugs Bunny		X-Men Mojo World	Virtua Fighter	Sonic (TBD)	
GENESIS 32X						
PICO	The Muppets...		Sonic		101 Dalmatians	
SEGA PC	World Series Baseball '97 BUG! Garfield	Vectorman	WSB Greatest 9	Daytona USA Panzer Dragoon	Sega Rally Playboy Virtual Pinball Virtua Cop Sonic Activity Ctr (TBD) S&K/Sonic 3 (TBD) BUG Too!	Manx TT

Revised 3/6/96

Note: This information is based on feedback from the product managers, and is subject to change without notice.

FY97 SOFTWARE TIMING -CORE BRANDS-

SEGA Confidential 3/10/96

TITLE	MRKTG ORIGINAL TARGET AVAIL. GOAL	CURRENT AVAIL. DATE	AGGRESSIVE PLAN TARGET AVAIL.
SATURN			
BAKU BAKU	JUN	JUN	JUN
BUG TOO!	OCT	NOV/DEC	OCT
DESTRUCTION DERBY	MAY	JUN	JUN
FIGHTING VIPERS	SEP	OCT	SEP
GOLDEN AXE	JUN	JUL	JUN/JULY
GUARDIAN HEROES	MAR	APR	APR
IRON RAIN	MAR	MAY/JUNE	MAY
LEGEND OF THOR	MAY	JUL	JUN
MR. BONES	JUN	SEP	SEP
NIGHTS	JULY	AUG	AUG
PANZER DRAGOON 2	APR	MAY	APR
RIGLORD SAGA 2	OCT	FEB/NOV	NOV
SONIC	OCT	OCT	OCT
ALIEN HIVE	JAN '97	JAN '97	JAN '97
VIRTUA COP 2	OCT	DEC	OCT
VIRTUAL ON	SEP	DEC	SEP/OCT
WIPEOUT	MAR	MAY	MAY
PICO			
SMART ALEX & ALICE	APR	APR	APR
MUPPETS	APR	JUL	JUL
101 DALMATIONS	SEP	NOV	OCT
SONIC	SEP	SEP	SEP

FY97 SOFTWARE TIMING -CORE BRANDS-

SEGA Confidential 3/10/96

TITLE	MRKTG ORIGINAL TARGET AVAIL. GOAL	CURRENT AVAIL. DATE	AGGRESSIVE PLAN TARGET AVAIL.
SPORTS SATURN			
DAYTONA REMIX	--	NOV	OCT
INDY 500	MAY	--	--
MANX TT	AUG	DEC/JAN	AUG
NBA ACTION	APR	MAY	APR
NFL FOOTBALL SPECTACULAR	SEP	NOV	OCT
WORLDWIDE SOCCER II	AUG	AUG	AUG
WORLD SERIES BASEBALL II	JUL	OCT	JUN
SPORTS GENESIS			
WORLD SERIES BASEBALL '96	JUL	JUL	JUL
GENESIS			
X-PERTS	JAN	JUN	MAY
MARSUPILAMI	MAY	MAY	MAY
ARCADE CLASSICS	MAR	JUN	JUN
BUGS BUNNY	APR	JUN	JUN
X-WOMEN	SEP	OCT	SEP
VECTORMAN 2	OCT	NOV	OCT
VIRTUA FIGHTER	OCT	TBD	OCT
SONIC 3D	EARLY NOV	TBD	EARLY NOV
GAME GEAR			
ARCADE CLASSICS	MAR	MAR	MAR
ARENA	MAY	MAY	MAY
BAKU BAKU	MAY	MAY	MAY
BUGS BUNNY	APR	JUL	JUL
X-MEN MOJO WORLD	SEP	SEP	SEP
VIRTUA FIGHTER	OCT	MAY	OCT
SONIC 3D	NOV	TBD	NOV

Sega Saturn

BRAND REVIEW January 16, 1996

DIANE FORNASIER – VICE PRESIDENT, MARKETING

TIM DUNLEY – DIRECTOR OF MARKETING

ABSENT – PRODUCT MANAGER

ABSENT – PRODUCT MANAGER

DORIA SANCHEZ – ASSOCIATE PRODUCT MANAGER

SETH GERSON – MANAGEMENT TRAINEE

LAURA SCHALDACH – ADMINISTRATIVE ASSISTANT

**SEGA SATURN
BUSINESS OVERVIEW
JANUARY 1996**

1. SELL-IN

- *Sell-in tracking just below plan for Hardware, Software and Peripherals.*
- *Revised VLP allows more realistic software sell-in.*

	VLP	FYTD	FYTD	FYTD
	<u>1/9/96</u>	<u>12/31/95</u>	<u>vs. VLP</u>	<u>vs. BP</u>
HARDWARE	400	340	85%	92%
Saturn w / VF	237	233	98%	
Saturn Core	158	102	64%	
Saturn w/Astal	5	5	104%	
SOFTWARE	1,267	1,242	98%	101%
Clockwork Knight	68	68	100%	
Daytona USA	133	133	100%	
Panzer Dragoon	105	105	100%	
Pebble Beach Golf	50	49	98%	
Worldwide Soccer	50	50	100%	
BUG!	100	88	88%	
NHL All-Star Hockey	81	81	100%	
World Series Baseball	87	75	86%	
Cyber Speedway	32	29	91%	
VF Remix (open stock)	1	1	100%	
Sega Rally Championship	139	104	75%	
Virtua Cop (open stock)	50	40	80%	
Virtua Cop w/Stunner	44	41	93%	
Virtua Fighter 2	158	138	87%	
Mystaria	14	6	43%	
The Mansion of Hidden Souls	5	0	0%	
Wing Arms	35	Jan		
Hang-on GP	25	Jan		
Clockwork Knight 2	30	Feb		
Toshinden Remix	35	March		
Guardian Heroes	15	March		
CONGO	10	March		

Free Goods Includes: The Mansion, Astal, BlackFire, Ghen War, WS BB, Soccer & Clockwork w/ VF Remix

**SEGA SATURN
BUSINESS OVERVIEW
JANUARY 1996**

2. SELL-THROUGH

- Saturn H/W volume picked up in November, increasing by about 70% over prior month.
The core unit continued to increase its presence, comprising almost 40% of Nov HW volume (up from 20% in October).
- Saturn HW continued to battle inaccurate price perceptions.
- Saturn S/W volume also grew in November. The last week of Nov accounted for almost half of total month's volume, driven by the launches of Virtua Cop & Sega Rally, while Daytona USA was the top-selling title for November.

	FY96 YTD (12/30/95)	SELL THRU %	NOV '95 UNIT SHARE	NOV '95 \$ SHARE	FY96 SELL-THRU PROJECTION
HARDWARE	237	70%	18%	20%	280
Saturn w / VF	163	70%			
Saturn Core	74	73%			
Saturn w/Astal					
SOFTWARE	546	44%	14%	15%	800
Clockwork Knight	36	53%			
Daytona USA	89	67%			
Panzer Dragoon	53	50%			
Pebble Beach Golf	23	47%			
Worldwide Soccer	35	70%			
BUG!	47	53%			
NHL All-Star Hockey	28	35%			
World Series Baseball	41	55%			
Cyber Speedway	8	28%			
VF Remix (open stock)	2	163%			
Sega Rally Championship	42	40%			
Virtua Cop (open stock)	18	46%			
Virtua Cop w/Stunner	27	67%			
Virtua Fighter 2	65	47%			
Mystaria	0	4%			
Free Goods, including Mansion, WS BB, Soccer & Clockwork w/VF Remix					
Ghen War	4	0%			
BlackFire	12	0%			
Astal	9	0%			

INVENTORY ISSUES

- Hardware carryover aggressive. 4Q focus should be to improve hardware velocity.
- Discount software line may be necessary to move inventory before FY97.

	FY96 VLP	Current Inventory End of CY95			Production Jan-Mar	Projected Sales Jan - Mar		Projected EOY Inventory	
	<u>1/9/95</u>	<u>SOA (1)</u>	<u>Retail (2)</u>	<u>Total</u>		<u>Sell-In (4)</u>	<u>Sell-Thru (5)</u>	<u>SOA (6)</u>	<u>Retail (7)</u>
HW	400	35	122	157	32	61	40	6	143
SW	1,267	187	718	905	259	259	250	187	727

- 1 - Total Inventory, 1/7/96 Inventory Analysis Report
 2 - 4/1/95 Retail Inventory Estimates + FY96 Sell-In - FY96 Sell Through
 3 - 1/11 Production Planning Report
 4 - 4th Quarter Sales Projections: 1/9/96 VLP
 5 - Market Research Sell-Through Projections
 6 - EOFY SOA Inventory = Current Inventory + Production - Sell-in
 7 - EOFY Retail Inventory = Current Inventory + Sell-in - Sell-Through

**SEGA SATURN
BUSINESS OVERVIEW
JANUARY 1996**

4. HW/SW SCHEDULES

HARDWARE

PACK	UNITS	A															
		PRICE	SRP	A	M	J	J	A	S	O	N	D	J	F	M		
Saturn w/ Virtua Fighter	165	\$399.99	\$399.00		████████████████████												
Virtua Fighter Remix Pack (New)	55	\$320.00	\$349.00							████████████████████							
Saturn Core Pack	20	\$369.00	\$349.00							████████████████████							
Saturn Core Pack	16	\$291.00	\$349.00							████████████████████							
Saturn Core Pack	210	\$291.00	\$299.00							████████████████████							
3 FREE (WWS, CK plus VF Remix)	50	-	-						████								
Free S/W (Astal, GW, BF, Mansion)	216	\$40.00	\$59.99							████████████████████							
Free S/W (WSB)	16	\$47.00	\$69.99							████████████████████							

SEGA SATURN FY 96 SOFTWARE CALENDAR

Q1				Q2		
April 96	May 96	June 96	July 96	August 96	September 96	
	DAYTONA USA PANZER DRAGON Clockwork Knight Pebble Beach Golf Links Worldwide Soccer VIRTUA FIGHTER Choice Cuts		BUGI	Astal	WORLD SERIES BASEBALL NHL ALL-STAR HOCKEY Cyber Speedway VIRTUA FIGHTER REMIX	
0	6	0	1	1	4	

Q3			Q4		
October 95	November 95	December 95	January 96	February 96	March 96
BlackFire The Mansion of Hidden Souls	SEGA RALLY CHAMPIONSHIP VIRTUA COP Ghen War peripheral: Stunner peripheral: Mission Stick	VIRTUA FIGHTER 2 Mystaria: The Realms of Lore Bootleg #1	WING ARMS Hang-on GP	Clockwork Knight 2	Battle Arena Toshinden Remix Guardian Heroes Congo The Movie: The Lost City of Zinj
2	3	2	2	1	3
TOTAL					25

Drive Titles in all CAPS

SEGA SATURN FY 97 SOFTWARE CALENDAR

Q1			Q2		
April 96	May 96	June 96	July 96	August 96	September 96
Gun Griffon (NAME TBD)	PANZER DRAGOON 2	NBA Action Legend of Thor (Beyond Oasis)	Free Runner	WORLD SERIES BASEBALL mr. Bones	FIGHTING VIPERS INDY 500 MANX TT Nights X-Men: Gallery of Deadly Villains
	3 Dirty Dwarves (SS) Bootleg - '96 Tour		Golden Axe Heart of Darkness	College Football (Microprose) RPG Q2	
1	1	2	1	2	5

Q3			Q4		
October 96	November 96	December 96	January 97	February 97	March 97
NFL FOOTBALL (Spectacular) VIRTUAL ON Soccer	BUG TOO! SONIC Virtua Cop 2 Riglord Saga 2		STAR WARS (ALIEN HIVE)		
Bootleg - '97		Roach Racing (SS)			RPG Q4
3	4	0	1	0	0
TOTAL					20

ALL CAPS = Drive titles
Italics = Reserve titles
 SS = Sega Soft

Other potential titles
SOJ: Baku Baku (AM)
 DragonForce (SOJ)
 Mickey Mouse (SOJ)
 Sky Target (AM)
 Terra Fantastica (SOJ)
 Yummemi 3 (SOJ)

Psygnosis: 3D Lemmings (Psyg)
 Assault Rigs (Psyg)
 Destruction Derby (Psyg)
 Discworld (Psyg)
 G Police (Psyg)
 Krazy Ivan (Psyg)
 Parasite (Psyg)
 Sentient (Psyg)
 Tenka (Psyg)
 WIPEOUT (Psyg)

Bootleg '96 Tour
 Virtua Fighter 2
 Three Dirty Dwarves
 Panzer Dragoon 2
 NBA Action
 Clockwork Puzzle
 Manx TT (video)
 mr. Bones (video)
 World Series Baseball (video)
 Wipeout?

Bootleg '97
 Fighting Vipers
 Virtua Cop 2
 BUG TOO!
 NFL Football
 Virtual On (video)
 Nights (video)
 Sonic (video)
 Star Wars/Alien Hive (video)

E3 Needs (5/96)
 Panzer Dragoon 2
 NBA Action
 Legend of Thor
 Free Runner
 Heart of Darkness
 World Series Baseball
 mr. Bones
 Fighting Vipers
 Indy 500
 Manx TT
 Virtual On
 Soccer
 NFL Football

Arcade Units:
 Virtua Fighter 3
 Virtua Cop 2
 Virtual On
 Manx TT
 Indy 500

Peripherals
 6' Extension cord
 Mouse
 SaturnNet
 (floppy, keyboard, modem)
 Saturn Link

CATEGORY	May-Dec 95	January-96	February-96	March-96	Total
ACTION/ADVENTURE	CLOCKWORK KNIGHT BUON ASTAL Gex Rayman Shinobi Legends -Vic Tokai Double Switch - Digital Pictures Corpse Killer - Digital Pictures Theme Park - EA	Cyberia - Interplay Iron Storm - Working Designs The Horde (Crystal Dynamics) Earthworm Jim 2 - Playmates	Creature Shock - Data East D's - Acclaim Fox Hunt - Capcom Return to Zork - Activision CLOCKWORK KNIGHT 2	11th Hour - Virgin Alien Trilogy - Acclaim Alone in the Dark 2 - i Motion Darius - Acclaim GUARDIAN HEROES PTO II - Koei S.T.O.R.M. - American Softworks	25
SEGA SATURN					
SONY PLAYSTATION	Criticom - Vic Tokai Rayman JUMPING FLASH Gex Theme Park - EA Viewpoint - EA	Panzer General - SSI Cyberia - Interplay A-Train IV - Maxxi Alien Virus - Vic Tokai PHILOSOMA Geom Cube - American Techno Thunderstrike 2 - US Gold	Creature Shock - Data East D's - Acclaim King's Field - ASCII Starblade - Namco Ball Blazer X - Lucas Arts	PO'ed - Accelade Psychic Detective - EA Resident Evil - Capcom The Hive - Tronart	22
SPORTS	NHL ALL-STAR HOCKEY WORLD SERIES BASEBALL PEBBLE BEACH GOLF LINKS WORLDWIDE SOCCER Fifa Soccer NBA Jam TE Minnesota Fats QB Attack Center Ring Boxing Vedra Valley Golf	Base Loaded - Jaleco NFL Full Contact - Konami Quarterback Club 96 - Acclaim		VR Baseball - Interplay	14
SEGA SATURN					
SONY PLAYSTATION	PGA Golf '96 - EA NBA Jam TE - Acclaim ESPN EXTREME GAMES Fifa Soccer '96 - EA WWF NHL FACEOFF NFL GAMEDAY Power Serve	NFL Full Contact - Konami Madden NFL 96 - EA Quarterback Club 96 - Acclaim Base Loaded 96 - Jaleco	Goal Storm - Konami Shredfest - EA	Hardball 5 - Accelade NBA in the Zone - Konami	16
FIGHTING	VIRTUA FIGHTER VIRTUA FIGHTER REMIX VIRTUA FIGHTER 2 Last Gladiators - TWI Street Fighter the Movie - Acclaim	Mortal Kombat 2 - Acclaim Skeleton Warriors - Playmates X-Men: Children of Atom - Acc	Mortal Kombat 2 - Acclaim Primal Rage - TWI Street Fighter Alpha - Capcom	TOSHINDEN REMIX	12
SEGA SATURN					
SONY PLAYSTATION	TOSHINDEN MORTAL KOMBAT 3 Primal Rage Tekken Agile Warrior - Virgin Street Fighter the Movie - Acclaim	Mortal Kombat 2 - Acclaim		Dark Stalkers - Capcom	8
DRIVING	DAYTONA USA Virus Racing SEGA RALLY CHAMP CYBERSPEEDWAY High Velocity - Athus High Octane - EA Road Rash Offworld Interceptor - Crystal Dynamics	HANG-ON GP		Cyber Slid - Namco Jet Ski Rage - Velocity	11
SEGA SATURN					
SONY PLAYSTATION	Ridge Racer WIPEOUT TWISTED METAL Offworld Interceptor - Crystal Dynamics WIPEOUT Cyberspeed - Mindscape Cyberled Destruction Derby Hi Octane - EA	Impact Racing - JVC	Road Rash - EA	Ridge Racer Evolution - Namco	12
SHOOTER	VIRTUA COP (W/STUNNER) Robotica - Acclaim BLACKFIRE GHEN WAR Defcon 5 - Data East Solar Eclipse - Crystal Dynamics Galactic Attack - Acclaim PANZER DRAGON	Thunderstrike 2 (US Gold) Revolution X - Acclaim WING ARMS	Deadly Skies - JVC Return Fire - TWI	Dark Sun - Data East CONGO THE MOVIE: LOST CITY...	15
SEGA SATURN					
SONY PLAYSTATION	KILEAK: THE DNA IMP. Ultimate Doom - Williams Jupiter Strike - Acclaim Space Griffon - Athus NOVASTORM Defcon 5 - Data East X-Comm - Macroprose Total Eclipse - Crystal WARHAWK RAIDEN PROJECT Shock Wave - EA Air Combat	The Raven Project - Mindscape Philosoma - Sony Thunderstrike (U.S. Gold) Revolution X - Acclaim	Wing Commander III - EA Assault Rigs - Sony KRAZY IVAN - SONY Starblade - Namco	Descent - Interplay	20
RPG/PUZZLE	Sim City 2000 Myst Shangha - Activision MYSTARIA THE MANSION OF HIDDEN SOULS Sim City 2000 - Maxxi Virtual Hydelide - Athus Dark Legend - Data East Romance of the 3 Kingdoms - Koei	Worms - Ocean	Dungeons & Dragons - Capcom The Journeyman's Project - Sanctuary Woods	Stunning Wisdom - Working Design	12
SEGA SATURN					
SONY PLAYSTATION	Loop - Viscom DISKWORLD 3D LEMMINGS		Dungeons & Dragons - Capcom King's Field - ASCII	Romance of 3 Kingdoms IV - Koei	6
TOTAL SEGA SATURN	40	15	12	13	80
TOTAL SONY PLAYSTATION	40	16	14	10	80

**SEGA SATURN
KEY ISSUES
JANUARY 1996**

ISSUES/RECOMMENDATIONS

- **SW Lineup.** Few drive titles in the 1st Half of CY 1996. The next AM developed title is scheduled for August.
- **Pricing.** Sony is rumored to change the H/W price on the PlayStation to \$249 in April/May.
- **PlayStation continues to outsell Sega Saturn due to quality of SW library and perceived price differential.**
- **3rd Party support of Sega Saturn is waning due to PlayStation early success.** Crystal Dynamics and EA may stop future Saturn development.
- **Staffing.** Headcount down by 3 managers in the last 3 months.

POTENTIAL IMPACT ON QUOTA

- **Relaunch "Big 3".** Look at potential acquisitions of key 3rd party titles to supplement 1st half SW lineup.
- **Given a \$50 H/W price differential, PlayStation could once again outsell Saturn 7:1 with the launch of U64 in April/May at \$249, Sega Saturn could become the #3 system.**
- **Push "Big 3" titles and continue to reinforce H/W price.** Work w/SOJ to agree to maintain H/W pricing parity with PlayStation and to be competitive with U64 at launch.
- **Prioritize top 5 - 3rd parties (EA, Acclaim, Konami, Virgin, Crystal Dynamics & Interplay) and the top 10 3rd party titles.** Offer support co-marketing, and other incentives to encourage their development and prioritization of Sega Saturn.

**SEGA SPORTS
BUSINESS OVERVIEW
JANUARY 1996**

1. SELL-IN

- * Total Sports "library" quota increased by 27% since original FY96 plan
 - mostly due to addition of WSB and Sega Rally to line-up
 - aggressive expectations for Rally and Daytona based on sw: hw ratios
- * Sega Sports s/w on track vis-a-vis current business plan goals
- * World Series Baseball (Saturn) leading S-I increases since last review
- * Several titles performing well below original FY96 expectations
 - Genesis: Prime Time NFL Football, College II
 - Saturn: Daytona USA, NHL All-Star Hockey

	FY96 Plan	FYTD* 2-Jan	% chg vs. 5-Nov.	% vs.			VLP 8-Jan (post quota)	8 Jan. VLP vs. FY Plan	VLP s/w vs. VLP h/w	FY95 Actual	FY96 as % FY95	FYTD Share
				FY96 pln	8-Jan. VLP	YTD VLP (calendar.)						
• Sega Saturn	415	558.0	51.6%	134.5%	106%	113%	526	127%		n/a	n/a	100%
- Daytona USA	200	139.3	21.0%	69.7%	111%	105%	125	63%	27%	n/a	n/a	100%
- Worldwide Soccer	50	78.1	3.0%	156.2%	156%	156%	50	100%	11%	n/a	n/a	100%
- Pebble Beach	40	50.7	10.0%	126.8%	101%	103%	50	125%	11%	n/a	n/a	100%
- NHL All-Star Hockey	125	82.8	14.8%	66.2%	110%	102%	75	60%	16%	n/a	n/a	100%
- World Series Baseball	0	80.8	37.2%	n/a	93%	n/a	87	n/a	19%	n/a	n/a	100%
- Sega Rally Champ.	0	126.3	n/a	n/a	91%	n/a	139	n/a	30%	n/a	n/a	200%
• Sega Genesis	600	435.6	n/a	72.6%	92%		473					
- Prime Time NFL	400	314.6	18.4%	78.7%	90%	101%	350	88%	3%	508	62%	n/a
- College Football II	200	121.0	n/a	60.5%	98%	n/a	123	62%	1%	239	51%	n/a

* Invoiced + Cust. Open Orders

SEGA SPORTS
BUSINESS OVERVIEW
JANUARY, 1996

2. SELL-THROUGH

- * Worldwide Soccer on track to meet S-T goals for launch titles
 - Daytona USA and Pebble Beach short of goals
- * Accelerated S-T pace for NHL All-Star Hockey and World Series Baseball since last review
- * S-T leaders
 - Saturn: Daytona USA, Worldwide Soccer, World Series Baseball
 - Genesis: Prime Time NFL
- * S-T slackers
 - Saturn: NHL All-Star Hockey, Sega Rally Championship
 - Genesis: College Football II

	FYTD 23-Dec	% chg. vs. 6-Nov.	FYTD S-T as % S-I	FYTD s/w as % h/w	FY95 YTD Plan 24-Dec	FYTD as % YTD Pln	Mkt. Rsch FY Prjctn. Based on Pace	FYTD as % FY Proj.
• <i>Sega Saturn</i>	230.7				180.4	76%	232	59%
- Daytona USA	82.6	67.5%	59%	37%	124.4	66%	160	52%
- Worldwide Soccer	34.1	17.6%	44%	15%	31.1	110%	40	85%
- Pebble Beach Golf	21.1	62.3%	42%	10%	24.9	85%	32	66%
- NHL All-Star Hockey	24.5	157.9%	30%	11%	n/a	n/a	n/a	n/a
- World Series Baseball	35.7	170.5%	44%	16%	n/a	n/a	n/a	n/a
- Sega Rally Championship	32.7	n/a	26%	15%	n/a	n/a	n/a	n/a
• <i>Sega Genesis</i>	185.6				n/a	n/a	n/a	n/a
- Prime Time NFL Football	158.8	n/a	50%	1.3%	n/a	n/a	n/a	n/a
- College Football's Nat. Ch. II	26.8	n/a	22%	0.2%	n/a	n/a	n/a	n/a

SEGA SPORTS
Inventory Issues
 Jan. 16, 1996

3. INVENTORY ISSUES

* Game Gear:

- Fred Couples Golf no longer issue
 (30k to 1.5k since last rvw.)

* Genesis:

- NFL 95 down 14.8%, still large position
- NHL All-Star hockey up 151% to 74k

* 32X:

- Golf Mag. 36 Holes up 85.3%

* Genesis:

- large potential exposure exists on Prime Time and College II

* Saturn:

- inventory exposure leaders:
 Sega Rally Championship, NHL All-Star Hockey, Daytona USA

Inventory Positions: FY95 + earlier

	Net On Hand (000's) <u>9-Jan</u>
<u>Game Gear</u>	
World Series Baseball	94.5
NFL '95	61.2
NHL All-Star Hockey '95	28.5
	<hr/> 184.2
<u>Genesis</u>	
NBA Action '94	10.0
World Series Baseball (1222)	15.9
NHL All-Star Hockey	74.0
NBA Action - Dave Robinson	19.8
NFL '95	183.7
	<hr/> 303.4
<u>32X</u>	
Golf Magazine's 36 Holes	62.8

FY96 Titles: Potential Inventory Exposure

	Sell-In (000's) <u>1/9/96</u>	Sell-Through (000's) <u>12/23/95</u>	SI - ST (000's) <u>(Retail Inv.)</u>	Net On Hand (000's) <u>9-Jan</u>	Total Inv. Expos. (000's) <u>(SOA + Retail)</u>
<u>Genesis</u>					
Prime Time NFL Football	314.6	158.8	155.8	91.2	247.0
College Football II	121.0	26.8	94.2	69.6	163.8
<u>Saturn</u>					
Daytona USA	139.3	82.6	56.7	4.3	61.0
Worldwide Soccer	78.1	34.1	44.0	3.3	47.3
Pebble Beach Golf	50.7	21.1	29.6	7.8	37.4
NHL All-Star Hockey	82.8	24.5	58.3	15.0	73.3
World Series Baseball	80.8	35.7	45.1	4.0	49.1
Sega Rally Championship	126.3	32.7	93.6	4.9	98.5

SEGA SPORTS
FY97- SOFTWARE CALENDAR

April	May	June	July	August	September
NBA Action - SS			World Series Baseball - Genesis & SS		Manx TT - SS "Soccer" - SS Indy 500 - SS
October	November	December	January	February	March
NFL Football - SS					

SEGA SPORTS
Genesis
1996 Software Release Calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
GENESIS - SOA	GENESIS - SOA	GENESIS - SOA	GENESIS - SOA	GENESIS - SOA	GENESIS - SOA
GENESIS THIRD PARTY	GENESIS THIRD PARTY	GENESIS THIRD PARTY	GENESIS THIRD PARTY	GENESIS THIRD PARTY	GENESIS THIRD PARTY
		College Slam - ACCL			

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
GENESIS - SOA	GENESIS - SOA	GENESIS - SOA	GENESIS - SOA	GENESIS - SOA	GENESIS - SOA
World Series Baseball					
GENESIS THIRD PARTY	GENESIS THIRD PARTY	GENESIS THIRD PARTY	GENESIS THIRD PARTY	GENESIS THIRD PARTY	GENESIS THIRD PARTY

SEGA SPORTS
Saturn vs. Playstation
1996 Software Release Calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
SATURN - SOA	SATURN - SOA	SATURN - SOA	SATURN - SOA	SATURN - SOA	SATURN - SOA
			NBA Action		
SATURN - THIRD PARTY	SATURN - THIRD PARTY	SATURN - THIRD PARTY	SATURN - THIRD PARTY	SATURN - THIRD PARTY	SATURN - THIRD PARTY
NFL Full Contact - KON Quarterback Club '96 - ACCL		VR Baseball - INT	Frank T Big Hurt Bsb - ACCL NBA Live 96 - EA PGA Golf '96 - EA Super Star Baseball - EA Front Page Basketball - SOL Front Page Hockey - SOL 3D Baseball - CRY Big Bass World Championship-HOT	Accolade Football - ACCO Basketball - GTEK MLBPA Baseball - KON Tecmo Superbowl 3 - TEC Indy Car Racing - VIR College Slam - ACCL	Hard Ball '96 - ACCO The Show - ACCO Rugby - EA MVP Baseball - D EAST Summer Olympic Games 96 - USG
PLAYSTATION	PLAYSTATION	PLAYSTATION	PLAYSTATION	PLAYSTATION	PLAYSTATION
NFL Full Contact - KON Quarterback Club '96 - ACCL Bases Loaded 96 - JAL	Goal Storm - KON	Hardball '95 - ACCO	3D Baseball (APR) VR Golf '96 - INT VR Soccer '96 - INT		

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
SATURN - SOA	SATURN - SOA	SATURN - SOA	SATURN - SOA	SATURN - SOA	SATURN - SOA
World Series Baseball		Indy 500 Manx TT Soccer	NFL Football		
SATURN - THIRD PARTY	SATURN - THIRD PARTY	SATURN - THIRD PARTY	SATURN - THIRD PARTY	SATURN - THIRD PARTY	SATURN - THIRD PARTY
Front Page Baseball - SOL Olympic Soccer - USG Olympic Basketball - USG	Mickey Thompson's Super Virtua Supercross - PLA	Front Page Football - SOL		Supercross - ACCL Super Jam - ACCL Jack Nicklaus Golf - ACCO	NFL Football 96 - VIR Squid - ACCL
PLAYSTATION	PLAYSTATION	PLAYSTATION	PLAYSTATION	PLAYSTATION	PLAYSTATION

INDEX

ACCLAIM - ACCL	ELECTRONIC ARTS - EA	KONAMI - KON	TECMO - TEC
ACCOLADE - ACCO	GAMETEK - GTEK	PLAYMATES - PLA	US GOLF - USG
CRYSTAL DYNAMICS - CRY	HOT-B - HOT	SIERRA ON LINE - SOL	VIRGIN - VIR
DATA EAST - D. EAST	JALECO - JAL		

SEGA SPORTS

Sports Titles on Saturn/PSX

	SEGA	EA	ACCLAIM	ACCOLADE	KONAMI	SONY	SIERRA ON-LINE	CRYSTAL DYNAMICS
FOOTBALL								
	NFL Football (OCT 96)		Quarterback Club '96 (JAN 96) Quarterback Club '96 (JAN 96)	Accolade Football (MAY 96)	NFL Full Contact (JAN 96) NFL Full Contact (JAN 95)	NFL Game Day (NOV 95)	Front Page Football (SEP 96)	
BASEBALL								
	World Series Baseball (SEP 95) World Series Baseball II (JUL 96)	Super Star Baseball (APR 96)		Frank T Big Hurt Bsb (APR 96) Hard Ball '96 (MAR 96) Hard Ball '96 (JUN 96)	MLBPA Baseball (MAY 96)		Front Page Baseball (JUL 96)	3D Baseball (APR 96)
BASKETBALL								
	NBA Action (APR 96)	NBA Live 96 (APR 96)	NBA Jam TE (OCT 95) NBA Jam TE (DEC 95) College Slam (MAY 96) Super Jam (NOV 96)		NBA In The Zone (DEC 95)		Front Page Basketball (APR 96)	Slam & Jam (MAR 96) 3D Baseball (APR 96)
HOCKEY								
	NHL All-Star Hockey (SEP 95)					NHL Face Off (NOV 95)	Front Page Hockey (APR 96)	
RACING								
	Daytona USA (MAY 95) Sega Rally Championship (DEC 95) INDY 500 (SEP 96) MANX TT (SEP 96)		Supercross (NOV 96)			Ridge Racer - Namco (SEP 95)		
GOLF								
	Pebble Beach Golf (MAY 95)	PGA '96 (OCT 95) PGA '96 (APR 96)		Jack Nicklaus Golf (NOV 96)				
SOCCER								
	Worldwide Soccer (MAY 95) Soccer (SEP 96)	FIFA Soccer '96 (OCT 95) FIFA Soccer '96 (JAN 96)			Goal Storm (FEB 96)			
MISC.								
		Rugby (JUN 96)		Wrestlemania: The Arcade (MAR 96)				

KEY:
 SOA Saturn
 Saturn Third Party
 Playstation

SEGA SPORTS
 BUSINESS OVERVIEW
 NOVEMBER, 1995

5.5. NEAR-TERM MARKETING CALENDAR

PROGRAM	OCT.	NOV.	DEC.	IAN	FEB	MAR
<ul style="list-style-type: none"> • Television <ul style="list-style-type: none"> - Prime Time NFL Football - College Football's National Championship II - Saturn Campaign (WSB and Rally) 						
<ul style="list-style-type: none"> • Print <ul style="list-style-type: none"> - Prime Time NFL Football - Saturn Sports ad (including 3rd party titles) - USA Today Comic Strip 						
<ul style="list-style-type: none"> • POS <ul style="list-style-type: none"> - Prime Time NFL Football (posters, standees, banners) - Holiday Saturn POS (Rally, Cop, VF2, WSB) - Sega Sports Retail Brochure 						
<ul style="list-style-type: none"> • P.R. <ul style="list-style-type: none"> - Sega Sports Predicts (College National Chmp, Super Bowl XXX) 						
<ul style="list-style-type: none"> • Radio <ul style="list-style-type: none"> - Ron Barr 						
<ul style="list-style-type: none"> • Sega Channel <ul style="list-style-type: none"> - College Football's Nat. Chmp. II - play and win 						
<ul style="list-style-type: none"> • Other <ul style="list-style-type: none"> - WWW Sega Sports Site - ESPN Sega Sports Strator - NFL Players' Party - Footlocker SlamFest - NHL Fantasy - Super Show 						

SEGA SPORTS
KEY ISSUES
JANUARY, 1996

<u>ISSUE</u>	<u>POTENTIAL QUOTA IMPACT</u>	<u>RECOMMENDATION(S) / STATUS</u>
<ul style="list-style-type: none">• Prime Time performance a disappointment vs. NFL '95<ul style="list-style-type: none">- Madden out-selling Prime Time 4:1	<ul style="list-style-type: none">• Quota recently reduced to 350k	<ul style="list-style-type: none">• Include in any year-end sales push programs.• Explore alternative distribution opportunities.
<ul style="list-style-type: none">• College Football II: S-I and S-T disappointing	<ul style="list-style-type: none">• Quota recently reduced to 123k	<ul style="list-style-type: none">• Include in any year-end sales push programs.• Explore alternative distribution opportunities.
<ul style="list-style-type: none">• Multiple critical unknowns re: Sega Sports FY97 software lineup<ul style="list-style-type: none">- no final word on Miroprose football- continued difficulty pulling dates from SOJ	<ul style="list-style-type: none">• Hampers ability to draft marketing strategy for FY97	<ul style="list-style-type: none">• Executive assistance in finalizing decisions• Pursue acquisitions of "outside" sports titles

GENESIS BRAND REVIEW

January 16, 1996

Diane Fornasier - V.P. Marketing

Chrissie Huneke Kremer - Director Marketing

John Garner - Marketing Manager

Bill Onderdonk - Assoc. Product Manager

Diana Bertolt - Senior Admin.

GENESIS BUSINESS OVERVIEW

SELL-IN SUMMARY

- * Excluding Nomad, FY96 Genesis sell-in will total 1,514, 20% over the original BP of 1,255. Including Nomad, Genesis year-end sell-in will total 1,714, a 37% decline from FY95.
- * After quota reductions, FY96 software and hardware sales goals are 90% realized. These goals will most likely be achieved or exceeded by fiscal year-end.

	<u>FYTD</u> <u>12/31/95</u>	Original FY96 <u>BP</u>	% of Original <u>BP</u>	Current VLP <u>1/9/96</u>	% of Total <u>VLP</u>	<u>FY95</u> <u>Actual</u>	<u>%</u> <u>Change</u>
HARDWARE	<u>1,313</u>	<u>1,255</u>	<u>105%</u>	<u>1,451</u>	<u>90%</u>	2,406	-45%
- Sonic 2	168	100	168%	168	100%		
- Columns	326	500	65%	352	93%		
- 6 Pak	172	0	N/A	172	100%		
SOFTWARE	<u>2,082</u>	<u>4,200</u>	<u>50%</u>	<u>2,301</u>	<u>90%</u>	4,899	-57%
- VectorMan	335	150	223%	360	93%		
- Power Rangers	195	400	49%	205	95%		
- Batman	115	300	38%	115	100%		
- Comix Zone	131	300	44%	132	99%		
PERIPHERALS	<u>1,244</u>	1,000	124%	<u>1,410</u>	<u>88%</u>	2,865	-57%

GENESIS BUSINESS OVERVIEW

SELL-THROUGH SUMMARY

- * Genesis gained 4% of HW unit market share between October and November climbing to 49.5% - due primarily to sales of 6-Pak and Eternal Champions pack.
- * Total Genesis Software regained 9% of the 16-Bit software market achieving a 51% share. This is partially due to the better performance of EA sports titles on Genesis Vs. SNES.
- * SOA Genesis software gained share against the 16-Bit market due to the success of the top three fall releases: VectorMan, Prime Time NFL, Power Rangers The Movie.

	FYTD	FY95	%	Share	Share	Share	Share	Pt.
	<u>12/30/95</u>	<u>YTD</u>	<u>Change</u>	<u>Oct '94</u>	<u>Nov '94</u>	<u>Oct '95</u>	<u>Nov '95</u>	<u>Change</u>
HW (16-BIT)	1,408	2,295	-39%	56%	53%	45.8%	49.5%	+4%
SW (16-BIT)	3,092	4,711	-34%	56%	51%	42%	51%	+9%
- SOA share of Gen SW				<u>32%</u>	<u>36%</u>	<u>16%</u>	<u>25%</u>	+9%
- SOA share of 16-Bit SW				18%	18%	7%	13%	+6%

Top 10 16-Bit Software Titles NOV'95

Units are projected for comparison purposes only. Units for SOA titles will differ from SOA Sell-Through due to different samples used.

GENESIS

Rank	Title	Manufacturer	Intro Month	Projected Units	Average Price
1	MADDEN NFL 96	ELECTRONIC ARTS	NOV'95	177,958	\$56.84
2	MORTAL KOMBAT III	WILLIAMS ENTERTAIN	OCT'95	174,933	\$60.35
3	NBA LIVE 96	ELECTRONIC ARTS	OCT'95	118,168	\$59.92
4	96 NHL	ELECTRONIC ARTS	SEP'95	69,825	\$58.04
5	VECTORMAN	SEGA OF AMERICA	OCT'95	57,943	\$48.95
6	PRIME TIME NFL	SEGA OF AMERICA	NOV'95	46,368	\$57.91
7	MMPR THE MOVIE	SEGA OF AMERICA	SEP'95	32,885	\$50.31
8	BATMAN FOREVER	ACCLAIM ENTERTAINM	SEP'95	31,179	\$45.22
9	MORTAL KOMBAT II	ACCLAIM ENTERTAINM	AUG'94	30,322	\$39.63
10	LION KING	VIRGIN INTERACTIVE	NOV'94	27,577	\$29.76

SNES

Rank	Title	Manufacturer	Intro Month	Projected Units	Average Price
1	MORTAL KOMBAT III	WILLIAMS ENTERTAIN	OCT'95	172,196	\$60.40
2	YOSHIS ISLAND	NINTENDO OF AMERIC	OCT'95	160,984	\$60.21
3	MADDEN NFL 96	ELECTRONIC ARTS	NOV'95	92,501	\$56.14
4	KILLER INSTINCT	NINTENDO OF AMERIC	AUG'95	73,598	\$58.74
5	DONKEY KONG COUNTR	NINTENDO OF AMERIC	OCT'94	56,862	\$56.09
6	NBA LIVE 96	ELECTRONIC ARTS	OCT'95	53,619	\$57.39
7	LION KING	VIRGIN INTERACTIVE	NOV'94	39,441	\$29.89
8	TINY TOON ADVENTUR	KONAMI (AMERICA)	MAR'93	30,998	\$19.46
9	TECMO SUPERBOWL II	TECMO	OCT'95	30,634	\$62.16
10	SECRET OF EVERMORE	SQUARESOFT	OCT'95	27,706	\$65.05

**GENESIS
BUSINESS OVERVIEW**

INVENTORY ISSUES

- Massive software inventory accumulated. Mark-downs needed next fiscal year to move inventory.
- Much of current hardware inventory is refurb. This stock should be sold at the earliest opportunity.
- 210,000 Units of new Genesis production arriving Jan-June to meet strong demand. 150K ordered for Q1 FY97.

	FY96 VLP	Current Inventory End of CY95			Production Jan-Mar	Projected Sales Jan - Mar		Projected EOY Inventory	
	<u>1/9/95</u>	<u>SOA</u> ⁽¹⁾	<u>Retail</u> ⁽²⁾	<u>Total</u>		<u>Sell-In</u> ⁽⁴⁾	<u>Sell-Thru</u> ⁽⁵⁾	<u>SOA</u> ⁽⁶⁾	<u>Retail</u> ⁽⁷⁾
HW	1,451	124	605	729	210	201	220	133	586
SW	2,301	2,116	2,690	4,806	0	219	600	1,897	2,309

1 - Total Inventory, 1/7/96 Inventory Analysis Report

2 - 4/1/95 Retail Inventory Estimates + FY96 Sell-In - FY96 Sell Through

3 - 1/11 Production Planning Report

4 - 4th Quarter Sales Projections: 1/9/96 VLP

5 - 1/15 Market Research Sell-Through Projections

6 - EOFY SOA Inventory = Current Inventory + Production - Sell-in

7 - EOFY Retail Inventory = Current Inventory + Sell-in - Sell-Through

**GENESIS
HARDWARE PACK SCHEDULE**

PACK-IN	UNITS	A PRICE	SRP	J	F	M	A	M	J
<u>Option 1</u>									
SuperSonic*	87	\$119.00	\$129.99						
NFL Pak	<u>87</u>	\$95.00	\$99.99						
Total Avail	174								

* SuperSonic includes Sonic 3 & Sonic & Knuckles.

**SEGA GENESIS
FY97 SOFTWARE LINE**

APRIL '96	MAY '96	JUNE '96	JULY '96	AUGUST '96	SEPTEMBER '96
SEGA GENESIS	SEGA GENESIS	SEGA GENESIS	SEGA GENESIS	SEGA GENESIS	SEGA GENESIS
Arcade Classics Nightmare Circus	X-PERTS Bugs Bunny	Marsupilami	WORLD SERIES BASEBALL		

OCTOBER '96	NOVEMBER '96	DECEMBER '96	JANUARY '97	FEBRUARY '97	MARCH '97
SEGA GENESIS	SEGA GENESIS	SEGA GENESIS	SEGA GENESIS	SEGA GENESIS	SEGA GENESIS
VIRTUA FIGHTER (TBD) VectorMan 2	SONIC 3D X-Women				

GENESIS KEY ISSUES

ISSUES

Glut of SOA software inventory has not been addressed. Market value of titles will continue to decline over time unless action is taken.

Poor FY96 software performance has lowered expectations for total software quotas for FY97 software line.

Critical "A" drive titles are in serious question - Sonic 3D development is moving too slowly and Virtua Fighter is not yet approved by SOJ.

RECOMMENDATIONS

At the beginning of the fiscal year, launch "stepped" mark-down strategy offering a range of lower prices for all excess inventory titles.

Re-examine total FY97 software quotas. If needed, pair down software line to include only key "A" titles needed to drive business.

Continue to work closely with SOJ's Sugano to ensure development of Sonic 3D. Push SOJ to approve local development of Virtua Fighter.

GAME GEAR

BRAND REVIEW **January 1996**

DIANE FORNASIER – VICE PRESIDENT

CHRISSIE KREMER – MARKETING DIRECTOR

JOHN GARNER – MARKETING MANAGER

BILL ONDERDONK – ASSOCIATE PRODUCT MANAGER

SELL THROUGH

**GAME GEAR
BUSINESS OVERVIEW**

- Hardware unit and dollar share is down significantly from last year. 22 point drop in unit share. 26 point drop in dollar share.
- Game Boy dominated the market with 76% unit share and 53% dollar share in November.
- Game Boy's low price pack, \$36 retail, won November with 52% unit and 31% dollar share. The pack's unit share was up 37% from October, spurred perhaps by a \$5.27 drop in price.
- Super Columns continued to be the top selling Game Gear pack at \$98 retail.
- Virtual Boy unit share is 6%, off 9 points from a high of 15% in September. Dollar share is 14%, down 17 points from its September high.

	12/30/95			November (TRSTS)*			
	FY96	FY95	%	FY96 YTD		FY95 YTD	
	<u>YTD</u>	<u>YTD</u>	<u>CHANGE</u>	<u>Unit Share</u>	<u>\$ Share</u>	<u>Unit Share</u>	<u>\$ Share</u>
HARDWARE	546	961	-43%	15%	26%	39%	59%
GG/GB ONLY				17%	33%		
SOFTWARE	1,142	1,624	-30%	31%	32%	35%	44%
GG/GB ONLY				32%	34%		

**Game Gear share is 1st & 3rd Party combined*

**Data includes Nomad & Virtual Boy*

GAME GEAR BUSINESS OVERVIEW

INVENTORY ISSUES

- Substantial hardware and software inventory moving into FY97.
- Bulk of Sonic II (2131) HW packs to be re-packed into other HW packs.
- Sonic 2 bulk software is growing with HW packouts and is currently a 277K unit liability.

	FY96 VLP <u>1/9/95</u>	Current Inventory 1/1/96			Production <u>Jan-Mar</u>	Projected JAN-MAR		Projected EOY Inventory	
		Estimated				<u>Sell-In</u> ⁽³⁾	<u>Sell-Thru</u> ⁽⁴⁾	<u>Sega</u> ⁽⁵⁾	<u>Retail</u> ⁽⁶⁾
		<u>SOA</u> ⁽¹⁾	<u>Retail</u> ⁽²⁾	<u>Total</u>					
HW	629	393	380	773	*	113	104	280	389
SW	1,442	1,483	1,537	3,020		163	258	1,320	1,442

* 100,000 Hardware Arriving 4/96

1. Total Inventory, 1/7 Inventory Analysis Report
2. 4/95 Retail Inventory Estimate + FY96TD Sell-In - FY96TD Sell-Through
3. 1/9 VLP
4. FY96 Projected Sell-Through - FY96TD Sell-Through
5. Current Inventory + Production - SI
6. Current Inventory + SI - ST

**GAME GEAR
FY97 SOFTWARE LINE**

APRIL '96	MAY '96	JUNE '96	JULY '96	AUGUST '96	SEPTEMBER '96
GAME GEAR	GAME GEAR	GAME GEAR	GAME GEAR	GAME GEAR	GAME GEAR
Arena (Action Man)	Zany Zoo	Bugs Bunny			X-Men 3
OCTOBER '96	NOVEMBER '96	DECEMBER '96	JANUARY '97	FEBRUARY '97	MARCH '97
GAME GEAR	GAME GEAR	GAME GEAR	GAME GEAR	GAME GEAR	GAME GEAR
VIRTUA FIGHTER	SONIC				

GAME GEAR KEY ISSUES

ISSUE

IMPACT

RECOMMENDATION

As of 1/11, 277K Sonic 2 cartridges on-hand due to packouts.

Inventory reduction based on promotional quantity sold in.

Working with Promotions and Sales to move software at cost with consumer products partner.

Introduction of Nomad is perceived as a signal that Sega is phasing out Game Gear.

Retailers will discontinue or go seasonal with Game Gear business.

Clear communication of Game Gear and Nomad positioning to Sales, Retailers, and Consumers to show support for both businesses.

Game Gear's market position is being undermined. Game Gear is bracketed on the high end by Nomad and the low end by Game Boy.

Increases potential that retailers will abandon Game Gear and that consumers will gravitate toward Nomad for color/games and Game Boy for price.

\$99 or below retail price. Identify key differentiating attribute for Game Gear and clearly communicate to trade and consumers.

Sluggish sell-in and sell-through create significant inventory exposure. How many more Holiday Seasons does Game Gear have?

Current quotas have been revised downward. Channel inventory jeopardizes future sell-in/quotas.

Develop contingency plans: 1. Revise and evaluate Game Gear business strategy as a seasonal business. 2. Formulate exit strategy, including hardware/software mark-down contingency in FY97 plans.

32X/Nomad/Peripherals
Brand Review
January 16, 1996

GENESIS 32X BUSINESS OVERVIEW

1. SELL-IN

- Low orders across all products
- 90% of software sell-in was Virtua Fighter; good line sell-in equivalent to returns
- \$79 price point did not ignite sell-in
- 40K in returns backed out of hardware sell-in figures

	FY96	VLP	FYTD	FYTD (12/30/95)		
	<u>Plan</u>	<u>1/9</u>	<u>12/30</u>	<u>vs. Plan</u>	<u>vs. YTD VLP</u>	<u>vs. VLP</u>
Hardware	400	59	59	15%	100%	100%
Software	1,200	99	93	8%	100%	94%

GENESIS 32X BUSINESS OVERVIEW

2. SELL-THROUGH

- 92% of hardware sales were Cores
- 20% of software sales were Virtua Fighter
- TRU and WalMart represent bulk of HW sales
- \$79 price point has not substantially impacted post Christmas sales

	<u>FYTD</u> <u>12/30/95</u>	<u>FY95</u> <u>YTD</u>	<u>%</u> <u>Change</u>	<u>FY96</u> <u>ST Plan</u>	<u>FY96</u> <u>(CD95)*</u>	<u>FY96</u> <u>(Gen94)**</u>
Hardware	97	NA	NA	400	110	110
Software	215	NA	NA	1,000	287	287

* Forecast based on FY95 CD seasonality curve

** Forecast based on FY94 Genesis seasonality curve

GENESIS 32X BUSINESS OVERVIEW

3. INVENTORY ISSUES

- No change in SOA inventory story
 - HW inventory = \$51MM
 - SW inventory = \$16MM
 - Total inventory = \$67MM

- New products engineering accessing component scrap value

	FY96	VLP	FY96	Current Inventory (As of 12/30/95)			Total SOA Book			Projected YTD-EOY		Projected EOY Inv	
	<u>Plan</u>	<u>1/9</u>	<u>ST Plan</u>	<u>SOA</u>	<u>Retail</u>	<u>Total</u>	<u>\$/Unit</u>	<u>Value</u>	<u>Prog</u>	<u>SI</u>	<u>ST</u>	<u>Sega</u>	<u>Retail</u>
HW	400	59	200	453	102	555	\$111.88	\$50,682	Price	0	103	453	-1
SW	1,200	99	300	595	248	843	\$27.88	\$16,589	VF Kit	6	85	589	169

Second Scenario:

HW	400	59	110	453	102	555	\$111.88	\$50,682	Price	0	13	453	89
SW	1,200	99	290	595	248	843	\$27.88	\$16,589	VF Kit	6	75	589	179

GENESIS 32X BUSINESS OVERVIEW

4. Next Steps

- Test market \$49 and \$29 Core prices
- Test market Genesis Virtua Fighter Pack
- Confirm component scrap value for hardware
- Estimate scrap value for software

NOMAD BUSINESS OVERVIEW

1. SELL-IN

- TRU sell-in 100% of plan

	FY96	VLP	FYTD	FYTD (12/30/95)		
	<u>Plan</u>	<u>1/9</u>	<u>12/30</u>	<u>vs. Plan</u>	<u>vs. YTD VLP</u>	<u>vs. VLP</u>
Hardware	250	200	200	80%	100%	100%

2. SELL-THROUGH

- TRU sell-through results not unexpected given seasonality of Nov. launched products
- TRU sell-through proportionally similar to 32X and CD launches

	<u>FYTD</u>	<u>FY95</u>	<u>%</u>	<u>FY96</u>	<u>FY96</u>	<u>FY96</u>
	<u>12/30/95</u>	<u>YTD</u>	<u>Change</u>	<u>ST Plan</u>	<u>(CD93)*</u>	<u>(32X94)**</u>
Hardware	53	NA	NA	NA	65	65

* Forecast based on intro year CD seasonality curve

** Forecast based on intro year 32X seasonality curve

NOMAD BUSINESS OVERVIEW

3. INVENTORY ISSUES

- TRU sitting on approximately \$22MM of post-Christmas inventory

	FY96 <u>Plan</u>	VLP <u>1/9</u>	FY96 <u>ST Plan</u>	Current Inventory (As of 12/30/95)			<u>\$/Unit</u>	Total SOA Book		Projected YTD-EOY		Projected EOY Inv		
				<u>SOA</u>	<u>Retail</u>	<u>Total</u>		<u>Value</u>	<u>Prog</u>	<u>SI</u>	<u>ST</u>	<u>Sega</u>	<u>Retail</u>	
HW	200	200	55	0	145	145	\$152.99	\$22,184			0	10	0	135

NOMAD BUSINESS OVERVIEW

4. Next Steps

- TRU buy back plan?
- Lock-in launch date
- Assess status of promotional partners
- Marketing budget for full roll-out

PERIPHERALS BUSINESS OVERVIEW

1. SELL-IN

- Peripherals sell-in in-line with hardware
- Orders on Saturn peripherals slowed with hardware

	FY96 <u>Plan</u>	VLP <u>1/9</u>	FYTD <u>12/30</u>	FYTD (12/30/95)		
				<u>vs. Plan</u>	<u>vs. YTD VLP</u>	<u>vs. VLP</u>
Genesis	NA	1,410	1,245	NA	105%	88%
Game Gear	NA	375	350	NA	100%	93%
Saturn	NA	510	446	NA	116%	87%

PERIPHERALS BUSINESS OVERVIEW

2. SELL-THROUGH

- Sell-through down across Genesis and Game Gear; losing share to 3rd parties
- Saturn 3rd party products typically double the price of 1st party products

	<u>FYTD</u> <u>12/30/95</u>	<u>FY95</u> <u>YTD</u>	<u>%</u> <u>Change</u>	<u>FY96</u> <u>ST Plan</u>	<u>FY96</u> <u>Forecast</u>
Genesis	1,478	2,711	-45%	NA	1,740
Game Gear	475	886	-46%	NA	515
Saturn	235	NA	NA	NA	270

* Forecast based on intro year FY96 HW seasonality curves

PERIPHERALS BUSINESS OVERVIEW

3. INVENTORY ISSUES

- Bulk of inventory on Genesis and Saturn are control pads
- Majority of Game Gear inventory consists of AC Adapters, Carrying Cases, and Powerbacks

	FY96 <u>Plan</u>	VLP <u>1/9</u>	FY96 <u>ST Plan</u>	Current Inventory (As of 12/30/95)			<u>\$/Unit</u>	Total SOA Book		Projected YTD-EOY		Projected EOY Inv	
				<u>SOA</u>	<u>Retail</u>	<u>Total</u>		<u>Value</u>	<u>Prog</u>	<u>SI</u>	<u>ST</u>	<u>Sega</u>	<u>Retail</u>
GEN	NA	1,410	1,740	425	841	1,266	\$11.50	\$14,559		165	262	260	744
GG	NA	375	515	220	403	623	\$14.82	\$9,233		25	40	195	388
SAT	NA	510	270	146	201	347	\$26.78	\$9,293		64	35	82	230

PERIPHERALS BUSINESS OVERVIEW

4. Next Steps

- Finalize analysis to recommend lower peripheral pricing
- Consumer test Saturn Peripherals if budget exists
- Follow-up with 3rd party SW vendors for mouse bundle; also quantities needed for Internet product
- Work-up transition plan for low-cost Saturn controller and pack-in

PICO
BRAND REVIEW

December, 1995

Diane Fornasier
Lydia Gable
Cristina Petersen
Susan Reeves

PICO
BUSINESS OVERVIEW
December 1995

1. SELL-IN

- Low orders for HW and SW

	FY96 Plan	VLP 1/9/95	FYTD 12/31/95	% vs. VLP	FY95 Actual	% VS FY95
Hardware	300	159	132	83%	159	83%
Software	700	221	216	98%	270	80%
Lion King		53	50	94%		
Pocahontas		32	29	91%		
Berenstain Bears		29	29	100%		

PICO
BUSINESS OVERVIEW
December 1995

2. SELL-THROUGH

- SW ratio increased to *1.8:1* for calendar year 1995 vs. *.5:1* in 1994
- SW is selling well at Toys R Us- Last week- 2888 SW, 102 HW

	FY'96 12/31/95	TOTAL FY95	% FY '95
Hardware	124	95	131%
Software	183	82	223%

**PRODUCT LINE
BUSINESS OVERVIEW - BP
December 1995**

FY97

APRIL '96	MAY '96	JUNE '96	JULY '96	AUGUST '96	SEPTEMBER '96
PICO	PICO	PICO	PICO	PICO	PICO
Alex & Alice		Muppets			*101 Dalmations Sonic
THIRD PARTY	THIRD PARTY	THIRD PARTY	THIRD PARTY	THIRD PARTY	THIRD PARTY

vs. FY95

SOA	0	0	0	0	0	2
3P	0	0	0	0	0	0

OCTOBER '96	NOVEMBER '96	DECEMBER '96	JANUARY '97	FEBRUARY '97	MARCH '97
PICO	PICO	PICO	PICO	PICO	PICO
*Spiderman					
THIRD PARTY	THIRD PARTY	THIRD PARTY	THIRD PARTY	THIRD PARTY	THIRD PARTY

PICO
Next Steps
December 1995

NEXT STEPS

Finilize Toy Fair pricing and programs

Finilize Spring Continuity program
(Print & DRTV)

Public Relations

SOA PR FY 1997 GOALS & INITIATIVES

SATURN

- **Carve unique Sega positioning by streamlining consumer messages; fend off competitive efforts from Sony and Nintendo**
(Arcade-to-home synergy, Sonic/Nights)
- **Align all product messages against perceived weaknesses**
(Technical capability, graphics, gameplay experience)
- **Conduct comprehensive consumer/gamer campaigns for key titles/themes**
(Nights, WSB, Fighting Vipers, NFL, Sonic, Arcade Ports)
- **Support other titles with focused efforts as appropriate**
(Baku Baku, mr. Bones, NBA, Bug Too!, etc.)
- **Support key third party efforts to emphasize Saturn software**
- **Extend sampling of product beyond FY96 limitations to broaden media exposure to Saturn**
- **Use E3 as springboard for Fall**
- **Conduct special efforts for key audiences**
(Holiday Gift Guides, Gamers, Sampling)
- **Showcase SOJ/AM stars to extend coverage in U.S.**

KEY SATURN/CROSS PLATFORM PR INITIATIVES

Project	March	April	May	June	July	August	Sept.	October	Nov.	Dec.	Jan.
Pricing		\$249					\$199				
Nights (Saturn)	Announce March 27 WW		E3: Unveil	Tour "A" Kit		SHIPS			Holiday		
Fighting (Cross Platform)			E3: Show Arcade Machines			Gamer's Day	Tour "A" Kit Combo	SHIPS	Holiday		
Sonic (Cross Platform)			E3: Party			Gamer's Day	Tour "A" Kit Combo		SHIPS Event		
Arcade (Saturn)			E3: Show Arcade Machines			Gamer's Day	Tour "A" Kit Combo		Holiday	SHIPS	
Sports (Saturn)			E3: Unveil WSB	NBA/ NHL Predicts	WSB: All Star Game	Gamer's Day		WSB: Predicts	Holiday		NFL: Predicts
Internet			E3: Unveil		Specific Mailing	Gamer's Day	SHIPS		Holiday		
Hardware/ Technical							New System		Holiday		
Promotions			Coke: Nascar Coke Vans	LollaTour Coke Vans	LollaTour Coke Vans	LollaTour Coke Vans Arena Play Speed Record	LollaTour Coke Vans Arena Play	VF TV Show Arena Play	MACY'S Parade Arena Play	Arena Play	WLSBP Arena Play

SEGA COMMUNICATIONS ISSUES/RECOMMENDATIONS

Issue:

- Sega communications from different regions are not coordinated on key issues, resulting in many mixed messages

Recommendation:

- Global bi-annual PR meetings to coordinate KEY announcements
Result: company can present a cohesive message across all regions

Issue:

- SOA does not have access to SOJ/AM producers, which limits media coverage of SOJ/AM games

Recommendation:

- SOA incorporate SOJ/AM producers in U.S. PR efforts
Result: more media coverage of SOJ/AM games and producers in U.S.

Issue:

- In FY97 SOA Communications must support SOA, SegaSoft, SMMC, SEU (for Saturn titles) with the same staff as FY96, when we supported SOA only

Consumer Research

SEGA OF AMERICA

CONSUMER RESEARCH REVIEW

March 11, 1996

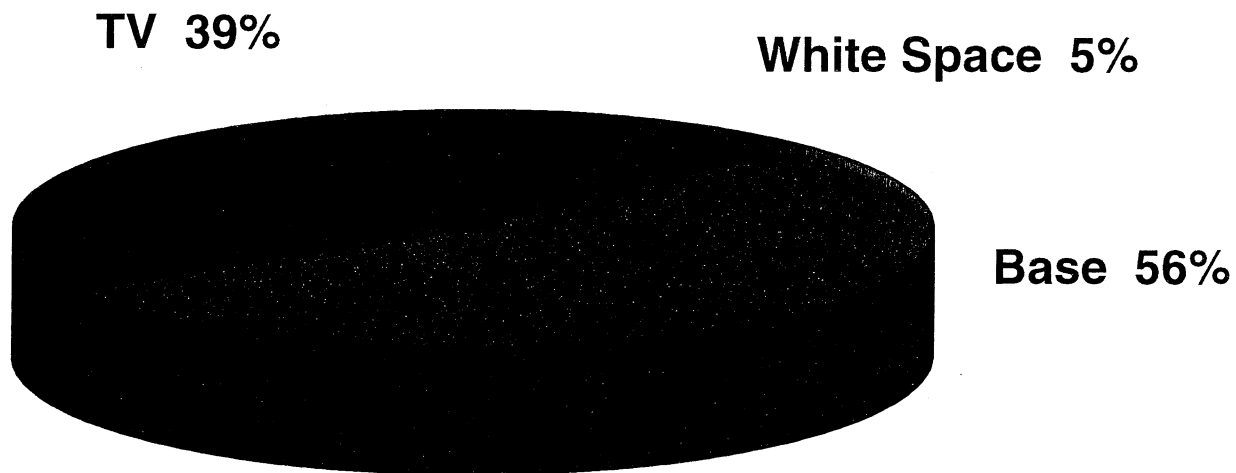
SEGA OF AMERICA CONSUMER RESEARCH REVIEW

Two key areas to be discussed:

- ◆ Marketing Mix Modeling
- ◆ Consumer Attitudes Toward Saturn and PlayStation

SEGA OF AMERICA VOLUME FROM MARKETING ACTIVITIES

Genesis HW - 1995

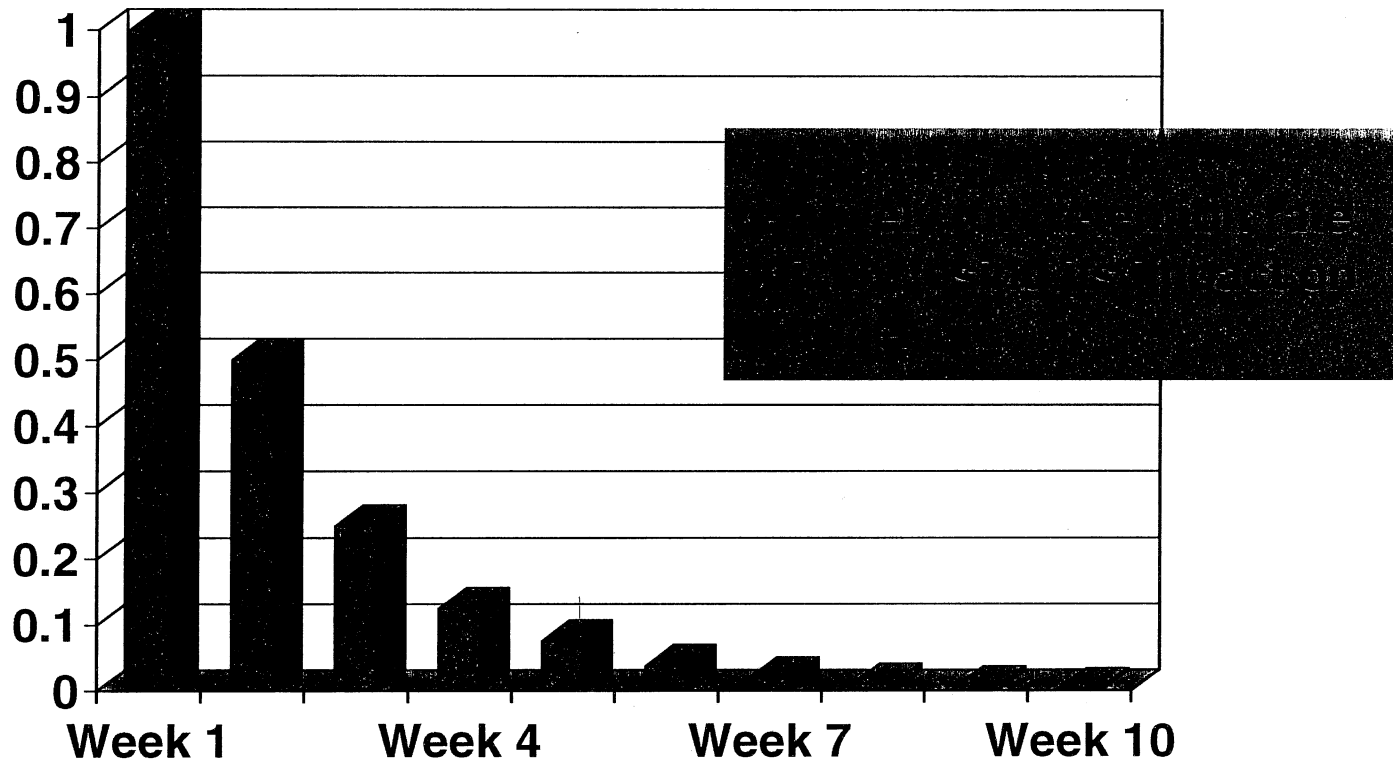


Roughly 44% of Genesis HW volume is caused by marketing activities.

SEGA OF AMERICA

RELATIVE DECAY OF TV IMPACT

Genesis HW - 1995

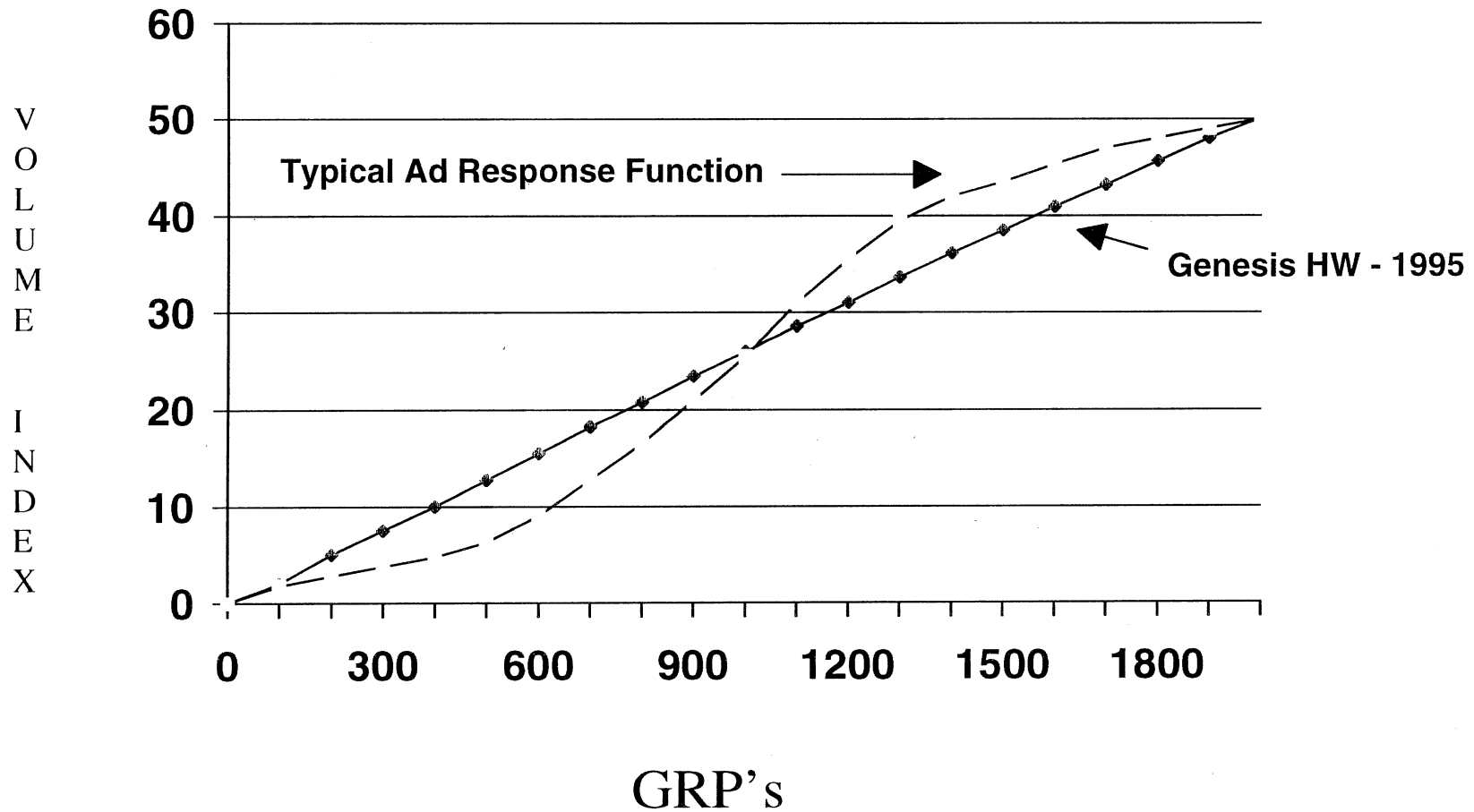


Source: ASI Research

SEGA OF AMERICA

VOLUME RESPONSE TO GRP'S

Genesis HW - 1995



Source: ASI Research

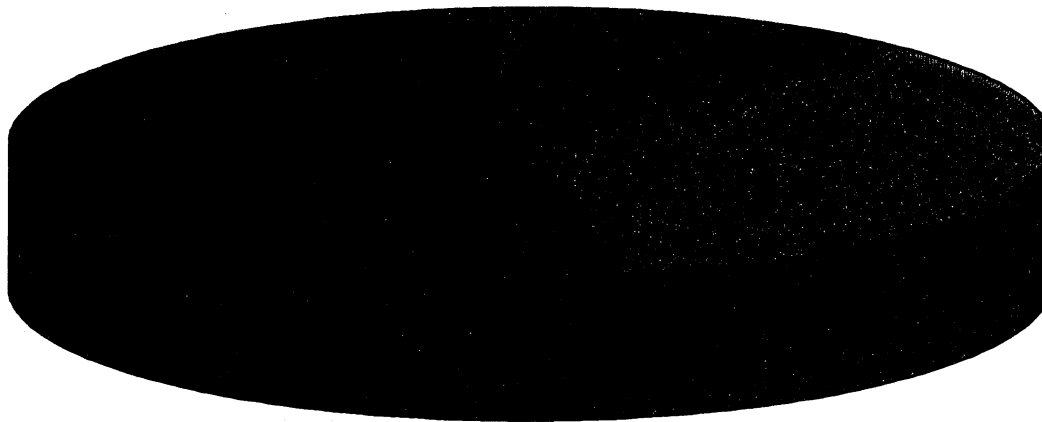
SEGA OF AMERICA

VOLUME FROM MARKETING ACTIVITIES

Ideal Saturn HW Scenario- FY97

TV 50%

White Space 15%



Base 35%

In my opinion, at least half of Saturns volume during its second year should be caused by TV.

SEGA OF AMERICA

MARKETING MIX MODELING

Key Learning to Date:

- ◆ A significant amount of volume is attributable to marketing activities.
- ◆ Our TV advertising decays quickly.
- ◆ Historically, our response to advertising has been linear (Genesis HW), possibly due in part to inefficient copy.

SEGA OF AMERICA

CONSUMER IMAGERY - January, 1996

	SATURN	PLAYSTATION	DIFFERENCE
<i>Most Advanced Technology</i>	<i>24%</i>	<i>52%</i>	<i>+28</i>
<i>Better Than Other Systems</i>	<i>34</i>	<i>58</i>	<i>+24</i>
New Gaming Experience	27	50	+23
Really Cool	46	62	+16
Great Graphics	48	64	+16
Fun To Play	47	62	+15
Best New Games	38	53	+15
Adds Something New	33	47	+14
Friends Would Like	46	59	+13
Fastest Action	33	46	+13
Most Realistic Games	37	48	+11

Source: Elrick & Lavidge

SEGA OF AMERICA

SATURN VS PLAYSTATION

How Did Sony Do It?

- ◆ Sony is generally perceived to be cheaper. This has improved, but we still suffer from early damage.
- ◆ Sony's product (software) looks better than ours. This is driven by our lack of delivering a product that appears to consumers to be better and advertising that focuses on this dimension.
- ◆ PlayStations are better merchandised than Saturn, resulting in more exposure and sampling.
- ◆ Sega equity has been damaged by 32x and Sega CD.
- ◆ Since PlayStation is newer, some consumers feel that it is technically superior.
- ◆ Sony has effectively leveraged their considerable equity from consumer electronics.

SEGA OF AMERICA

CONSUMER RESEARCH REVIEW

What do we need to do? (to obtain a 50% share)

- ◆ Improve the product (SW) to at least parity with Sony.
- ◆ In the short term, create a price advantage while never being at a disadvantage.
- ◆ Create better advertising that maintains a consistent focus on product superiority.
- ◆ Spend more effectively than Sony (at parity level) in TV advertising.
- ◆ Dramatically improve the timing of our software, particularly sports.

Promotions

GOALS - PROMOTIONS & LICENSING

- Put the product in front of prospective customers in unique ways at the lowest possible cost.
- Create programs with a minimum 20:1 value-to-investment ratio.
- Develop programs to work in tandem with top releases and drive these programs to off set budget constraints.
- Drive programs in licensing to heighten awareness and brand exposure and add incremental revenue to SOA.
- Develop programs with key retailers to LOAD-IN and DRIVE product through sales channels.

ISSUES - PROMOTIONS & LICENSING

- **Timing** - Losing opportunities.
- **Violence** - VF Animation and game is tough to sell in U.S.
- **Budget Approvals** - i.e.; Arena Interactive
 - Losing strategic and exclusive relationships.
- **Long-Term Commitment to Properties** -, i.e.; Bug, Vectorman
 - Necessary to develop long-term licensing programs.
- **Media**
 - Negative Press (Saturn vs. Playstation) is hurting ability to sell equity of Sega.
- **Corporate Agendas**
 - Sega USA/Gameworks, Sega Channel: No clear understanding on how all divisions work together - hurts opportunities.

Promotion and Licensing Calendar '96-'97

	January 96	February 96	March 96	April 96	May 96	June 96
SEGA SATURN	Oscar Mayer				Coke/Nascar (Daytona) Cherry Coke Saturn Shuttles	(30 mkts) Lollapalooza Tour (all
GENESIS	Vectorman-Oscar Mayer	Prime Time NFL Wheaties	Footlocker (Sega Sports)			
	Fox/VR Troopers					
GENESIS 32X			Footlocker (Sega Sports)		Fox -TV X-Perts	
GAME GEAR	Post Cereals	Minute Maid				Dodge Automotive
PICO						
SEGA PC						
LICENSING	Quaker Oats-Sonic Cookie Crisp-Sonic	Spaghettios				Sega Sports Shoes

	July 96	Nights Months August 96	September 96	Fighting Month October 96	Sonic Month November 96	Arcade Month December 96
SEGA SATURN			Fleer-(Football) Wheaties (Football) Footlocker-(Football)		Fox-TV / Sonic Taco Bell	KFC/BUG
	WSB'96 All Star Game (Coke Nascar) (Cherry Coke) Lollapalooza Tour (software)	Arena Interactive (Sega Sports)			Macy's Balloon	
GENESIS				Domino's-Sega Sports United Artist Theater/VF Oscar Mayer/VF Fox /VF Vectorman/ Cartoon Network	Int. Dairy	
	WSB'96 All Star Game Baku Baku (Fox)				Spaghettios/Sonic	WB/Toys 'R Us Bash
GENESIS 32X						
GAME GEAR			X-Men 3 (Fox) Ramada Inn		Quaker/Sonic	
	(Dodge Mini Van)	Pico Bus				
PICO			Coca-Cola (School Ent.Program)			
SEGA PC						
LICENSING		Sonic Land Speed	Sears /Sega Sports	VF TV Show (26 weeks)	Bug TV Special Sonic TV Special	Spaghettios-Bug Quaker Oats Baskin Robbins Cookie Crisp
	(Sega Sports Shoes)					

SEGA OF AMERICA
 LICENSING DIVISION
 REVENUES/PROGRAMS/EVENTS

	SONC	SEGA SPORTS	SEGA CLUB	VIRTUA FIGHTER	VECTORMAN	BUG	ECCO
JAN							
FEB		JACKETS 25,000					
MAR							
APR							
MAY							
JUNE	SPIRIT OF AMERICA	PAYLESS 200,000			ENT. OPTION 25,000		
JULY							
AUG							
SEPT		SEARS 50,000					
OCT							
NOV	TV SPECIAL			MINI-SERIES			ENT. OPTION 25,000
DEC						TV SPECIAL	
	GROSS 2,400,000	GROSS 75,000	GROSS 75,000				
	NET AGENCY 1,560,000	NET AGENCY 50,250	NET AGENCY 50,250				
	NET MKT 1,060,000	+SEARS 200,000					
	NET SOJ 530,000						
	TOTAL \$530,000	TOTAL \$250,250	TOTAL \$50,250	TOTAL \$0	TOTAL \$25,000	TOTAL \$0	TOTAL \$25,000

GRAND TOTAL \$ 880,500

**SEGA OF AMERICA
MARKETING MEMORANDUM**

TO: Oki Usui OCP/SOJ

CC: T. Kalinske

FROM: Tom Abramson/A

S. Toyoda

M. Ribero

DATE: March 5 1996

N. Takeshita

T. Sato

SUBJECT: SOA Promotions

H. Kodama

M. Kaneshiro

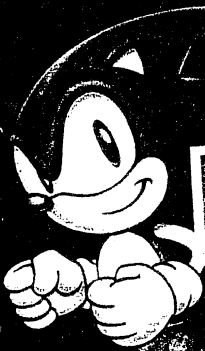
Makota Kaneshiro asked me to forward to you the following SOA Promotions that are either in the market right now, or have been promoted within the last 60 days.

The total promotions represent over 100 million packages of products with Sega sales materials on them and over \$30 million of television exposure.

Enclosures: Promotional Package Copies
Television Promotions

**INSTANT
QUAKER
OATMEAL**
**WILD
CHOICE**

**FLAVOR
VARIETY**



**FREE
SONIC**

WATCH

SEE SIDE

+ C.A. 45093
63-02620-14
262

**INSTANT
QUAKER
OATMEAL**

**Empty/
packet
into
bowl.**



**Add 1/2 cup
boiling
water.**



**Empty
packet
into
microwave-safe bowl.**



**Add 2/3 cup
water or milk.
Microwave
on HIGH
1 to 2 minutes.**



FOR 2 PACKETS: Empty packets into microware bowl. Add 1-1/3 cups water or milk. Microwave on High 6-8 minutes. Stir.

DIRECTIONS:

DIRECTIONS:

**INSTANT
QUAKER
OATMEAL**

**WILD
CHOICE**

**GOOD SOURCE OF 8 VITAMINS & MINERALS
SEE BACK PANEL FOR NUTRITION FACTS**

**Maple &
Brown Sugar
Flavors & Other Natural Flavors**

**Strawberries
'n Stuff**

**Radical
Raspberry**

**Cookies
'n Cream
Artificial Flavors**

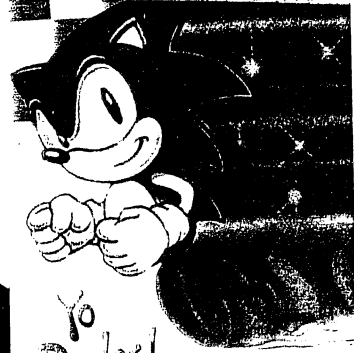
PACKETS

NET WT. 14.3 OZ. • 406g

**SEE
SIDE
PANEL**

**FREE
SONIC
WATCH**

WITH PURCHASES
plus shipping and handling



**Yo
Dudes!
Check this out!**

**FREE
WATCH**
WITH PURCHASES

**No time to waste! Act fast to
get your FREE Sonic the Hedgehog
watch. Send 25 empty specially
marked instant Quaker oatmeal
packets plus \$10.00 shipping and
handling. See Mail-In
certificate on
inside of box.**



**PLAY YOUR BEST
SONIC**

**GAME
TIPS
INSIDE**

**on specially marked
packets of Instant
Quaker Oatmeal**

TO CLOSE-INSERT TAB

BEST
IF USED
BEFORE

Questions or comments? Call 1-800-555-OATS (1-800-555-6287), 8 a.m. to 6 p.m. Central Time, Monday-Friday. Please have "Best Before" information available when calling. ©1995 OOC

Use a spoon for hot bowl or pot.
If you need help, ask an adult.

KIDS.

Nutrition Facts

Serving Size 1 packet
Servings Per Container

Amount Per Serving

Calories

Calories from Fat

Total Fat

Saturated fat

Cholesterol

Sodium

Potassium

Total Carbohydrate

Dietary Fiber

Sugars

Protein

Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

Calories:	2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	800g	375g
Dietary Fiber	25g	30g
Potassium	3,500mg	3,500mg

*Percent Daily Values are based on a diet of 4 protein bars.

*at 9 • Carbohydrate 4 • Protein 4

Strawberries 'n Stuff

(40g) 2

150

20

% Daily Value*

2g

0.5g

0mg

170mg

110mg

31g

3g

13g

3g

Vitamin A

Vitamin C

Calcium

Iron

Thiamin

Riboflavin

Niacin

Vitamin B6

Folate

Cookies 'n Cream

(40g) 4

160

30

% Daily Value*

3.5g

1g

0mg

200mg

105mg

30g

2g

12g

3g

Vitamin A

Vitamin C

Calcium

Iron

Thiamin

Riboflavin

Niacin

Vitamin B6

Folate

Maple & Brown Sugar

(43g) 2

160

20

% Daily Value*

2g

0g

0mg

240mg

115mg

33g

3g

13g

4g

Vitamin A

Vitamin C

Calcium

Iron

Thiamin

Riboflavin

Niacin

Vitamin B6

Folate

Radical Raspberry

(40g) 2

150

25

% Daily Value*

3g

0.5g

0mg

170mg

115mg

29g

3g

11g

4g

Vitamin A

Vitamin C

Calcium

Iron

Thiamin

Riboflavin

Niacin

Vitamin B6

Folate

Strawberries 'n Stuff

WHOLE GRAIN ROLLED OATS (WITH OAT BRAN), SUGAR, DEHYDRATED MARSHMALLOWS (SUGAR, CORN SYRUP, FOOD STARCH, MODIFIED, GELATIN, ARTIFICIAL AND NATURAL FLAVOR, SODIUM HEXAMETAPHOSPHATE, GUM ARABIC, GLYCEROL, RED 40, YELLOW 5, BLUE 1), FLAVORED FRUIT PIECES (DEHYDRATED APPLES TREATED WITH SULFUR DIOXIDE, SODIUM SULFITE, AND SODIUM BISULFITE TO PROMOTE COLOR RETENTION), STRAWBERRY SOLIDS FROM CONCENTRATE, ARTIFICIAL STRAWBERRY FLAVOR, CITRIC ACID, RED 40 LAKE, CREAMING AGENT (MALTODEXTRIN, PARTIALLY HYDROGENATED SOYBEAN OIL, WHEY, SODIUM CASEINATE), SALT, CALCIUM CARBONATE (A SOURCE OF CALCIUM), GUAR GUM, ARTIFICIAL AND NATURAL STRAWBERRY FLAVORS, RED 40, VITAMIN A PALMITATE, REDUCED IRON, NIACINAMIDE*, PYRIDOXINE HYDROCHLORIDE*, THIAMIN MONONITRATE*, *ONE OF THE B VITAMINS.

WHOLE GRAIN ROLLED OATS (WITH OAT BRAN), SUGAR, CHOCOLATE COOKIE CRUMBS (WHEAT FLOUR, SUGAR, PARTIALLY HYDROGENATED SOYBEAN OIL, COCOA PROCESSED WITH ALKALI, SALT, SODIUM BICARBONATE), CREAMING AGENT (MALTODEXTRIN, PARTIALLY HYDROGENATED SOYBEAN OIL, WHEY, SODIUM CASEINATE), SALT, CALCIUM CARBONATE (A SOURCE OF CALCIUM), GUAR GUM, ARTIFICIAL FLAVOR, VITAMIN A PALMITATE, REDUCED IRON, NIACINAMIDE*, PYRIDOXINE HYDROCHLORIDE*, THIAMIN MONONITRATE*, *ONE OF THE B VITAMINS.

WHOLE GRAIN ROLLED OATS (WITH OAT BRAN), SUGAR, CREAMING AGENT (MALTODEXTRIN, PARTIALLY HYDROGENATED SOYBEAN OIL, WHEY, SODIUM CASEINATE), RASPBERRIES (DRIED), SALT, CALCIUM CARBONATE (A SOURCE OF CALCIUM), GUAR GUM, ARTIFICIAL FLAVOR, CITRIC ACID, VITAMIN A PALMITATE, REDUCED IRON, NIACINAMIDE*, PYRIDOXINE HYDROCHLORIDE*, THIAMIN MONONITRATE*, *ONE OF THE B VITAMINS.

WHOLE GRAIN ROLLED OATS (WITH OAT BRAN), SUGAR, SALT, BROWN SUGAR FLAVOR BLEND (NATURAL FLAVORS, NON-FAT MILK, CAROB POWDER, SALT), CALCIUM CARBONATE (A SOURCE OF CALCIUM), NATURAL FLAVORS, GUAR GUM, CARAMEL (SUGAR, SKIM MILK, HEAVY CREAM, CORN SYRUP), REDUCED IRON, VITAMIN A PALMITATE, NIACINAMIDE*, PYRIDOXINE HYDROCHLORIDE*, THIAMIN MONONITRATE*, *ONE OF THE B VITAMINS.

FLAVOR VARIETY

BOX MADE FROM 100% RECYCLED FIBERS, 35% MINIMUM POST-CONSUMER CONTENT



MANUFACTURED BY:
THE QUAKER OATS COMPANY
P.O. BOX 049003
CHICAGO, IL 60604-9003 U.S.A.

UPC/PURCHASE SEAL

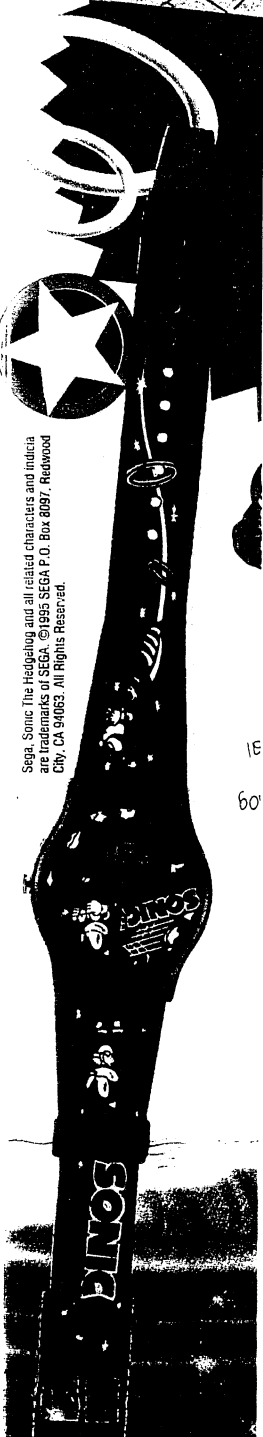


1 030000 02620 5

FREE
SONIC
WATCH
WITH PURCHASES
plus shipping and handling

SEEKING
PANEL

P-000107247
9-95



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1121
0 M 2
8 763

TO CLOSE - INSERT TAB

Use a pot holder for hot bowl or pot. Kids, if you need help, ask an adult.



MANUFACTURED BY:
THE QUAKER OATS COMPANY
P.O. BOX 049003
CHICAGO, IL 60604-9003, U.S.A.

Fruit & Cream Variety

BEST IF USED BEFORE

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Nutrition Facts

Serving Size 1 packet
Servings Per Container 4
Amount Per Serving

Calories 130
Calories from Fat 20

Total Fat 2g
Saturated Fat 0.5g
Polyunsaturated Fat 0.5g
Monounsaturated Fat 0.5g

Cholesterol 0mg

Sodium 160mg

Total Carbohydrate 27g
Dietary Fiber 2g
Soluble Fiber 1g
Insoluble Fiber 1g
Sugars 12g

Protein 3g

Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Calories: 2,000
Less than 2,500
Total Fat 65g
Sat Fat 20g
Cholesterol 300mg
Sodium 2,400mg
Total Carbohydrate 300g
Dietary Fiber 25g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Strawberries & Cream (35g) 2

Blueberries & Cream (35g) 2

Peaches & Cream (35g) 4

Bananas & Cream (35g) 2

% Daily Value*

2g 3% 2.5g 4% 2g 3% 2.5g 4%

0.5g 3% 0.5g 3% 0.5g 3% 0.5g 3%

0.5g 1% 0.5g 1% 0.5g 1% 0.5g 1%

0mg 0% 0mg 0% 0mg 0% 0mg 0%

160mg 7% 140mg 6% 150mg 6% 170mg 7%

27g 9% 27g 9% 27g 9% 26g 9%

2g 10% 2g 10% 2g 10% 2g 9%

1g 5% 1g 5% 1g 5% 1g 5%

1g 5% 1g 5% 1g 5% 1g 5%

12g 50% 10g 40% 12g 50% 10g 40%

3g 10% 3g 10% 3g 10% 3g 10%

Vitamin A 15% 20% 0% 30%

Vitamin C 0% 0% 10% 15%

Calcium 15% 30% 30% 35%

Iron 30% 20% 20% 25%

Thiamin 20% 10% 10% 15%

Riboflavin 10% 15% 15% 20%

Niacin 15% 20% 20% 25%

Vitamin B6 20% 25% 25% 30%

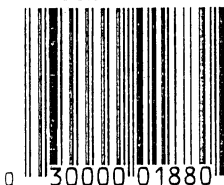
Folate 20% 25%

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UPC/PURCHASE SEAL



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INSTANT QUAKER OATMEAL
Fruit & Cream Variety



FREE SONIC WATCH

P-000107247
11-95

BS

Fruit & Cream Variety

Strawberries & Cream Ingredients: Whole grain rolled oats (with oat bran), sugar, creaming agent (maltodextrin, partially hydrogenated soybean oil, whey, sodium caseinate), flavored fruit pieces (dehydrated apples (treated with sulfur dioxide, sodium sulfite and sodium bisulfite to promote color retention), strawberry solids from concentrate, artificial strawberry flavor, citric acid, red 40 lake), salt, calcium carbonate (a source of calcium), guar gum, artificial flavors, citric acid, vitamin A palmitate, reduced iron, niacinamide, pyridoxine hydrochloride, thiamin mononitrate, riboflavin, folic acid.

*One of the B vitamins.

Blueberries & Cream Ingredients: Whole grain rolled oats (with oat bran), sugar, creaming agent (maltodextrin, partially hydrogenated soybean oil, whey, sodium caseinate), dehydrated sweetened blueberries (blueberries, high fructose corn syrup) coated with partially hydrogenated cottonseed and/or soybean oil, salt, calcium carbonate (a source of calcium), guar gum, artificial flavors, vitamin A palmitate, reduced iron, niacinamide, pyridoxine hydrochloride, thiamin mononitrate, riboflavin, folic acid.

*One of the B vitamins.

11/21
10/11/21
M 3
6/7/95

**INSTANT
QUAKER
OATMEAL**



**INSTANT
QUAKER
OATMEAL**

GOOD SOURCE OF 8 VITAMINS & MINERALS

Nutrition Facts

Serving Size 1 packet (43g)
Servings Per Container 10

Amount Per Serving

Calories 160 Calories from _____
% DV

Total Fat 2g
Saturated Fat 0.5g
Polyunsaturated Fat 0.5g
Monounsaturated Fat 1g

Cholesterol 0mg

Sodium 250mg

Total Carbohydrate 32g
Dietary Fiber 3g
Soluble Fiber 1g

Sugars 15g

Protein 5g

Vitamin A
Vitamin C
Calcium
Iron
Thiamin
Riboflavin
Niacin
Vitamin B6
Folate

*Percent Daily Values are based on a 2,100 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2
Total Fat	Less than	65g	8
Sat Fat	Less than	20g	2
Cholesterol	Less than	300mg	3
Sodium	Less than	2,400mg	2
Total Carbohydrate		300g	3
Dietary Fiber		25g	3

Ingredients: Whole grain rolled (with oat bran), sugar, raisins, sodium carbonate (a source of calcium carbonate), gum, spices, vitamin A palmitate, reduced iron, niacinamide*, pyridoxine hydrochloride*, thiamin mononitrate*, riboflavin*, folic acid*.

* One of the B vitamins.

Source of Sugars:

Fruit & Oats 5g
Sucrose 10g

TO OPEN - LIFT TAB

DIRECTIONS: MAKE WITH HOT WATER

Empty packet into bowl. Add 1 cup boiling water. Stir.

Add 1/2 cup boiling water. Stir.

FOR 2 PACKETS: Empty packets into bowl. Add 1 cup boiling water. Stir.

DIRECTIONS: MAKE IN MICROWAVE

Empty packet into microwave-safe bowl. Add 2/3 cup water or milk. Microwave on HIGH 1 to 2 minutes. Stir.

FOR 2 PACKETS: Empty packets into microwave-safe bowl. Add 1-1/3 cups water or milk. Microwave on HIGH 2 to 3 minutes. Stir.

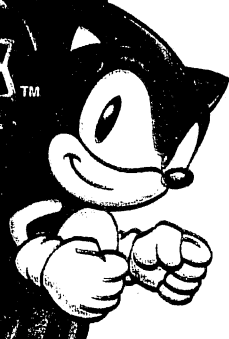
With Real Raisins & Spice
All Natural Flavors

FREE SONIC WATCH

SEE SIDE PANEL FOR NUTRITION FACTS

10 1.51 OZ PACKETS • NET WT 15.1 OZ • 430g

plus shipping and handling



SEE BACK

INSTANT QUAKER OATMEAL

With Real Raisins & Spice
All Natural Flavors

FREE SONIC WATCH

BOX MADE FROM 100% RECYCLED FIBERS, 35% MINIMUM POST CONSUMER CONTENT

UPPER PURCHASE SEAL

0 30000 01320 5

P-000107247
11-95

WITH PURCHASES

SEE BACK



SONIC
RINGS

QUAKER
INSTANT
OATMEAL

With Real
Raisins &
Spice
All Natural Flavors

63-01320-50
45106
E 1

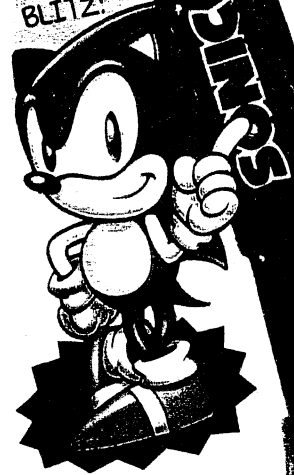
American Heart Association



This product meets American Heart Association dietary guidelines for healthy people over age two when used as part of a balanced diet.

Diets low in saturated fat and cholesterol and high in grains, fruits and vegetables that contain fiber, particularly soluble fiber, may reduce risk of heart disease, a condition associated with many factors.

WRIST BLITZ!

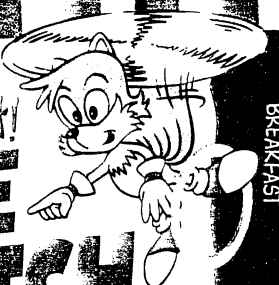


Sonic wears red sneakers because they're faster than other colors!

Yo Dudes! Check this out!

FREE WATCH
WITH PURCHASES

No time to waste! Act fast to get your FREE Sonic the Hedgehog watch. Send 25 empty specially marked Instant Quaker Oatmeal packets plus \$1.00 shipping and handling, see Mail-In Certificate on inside of box.



CHILI DOGS ARE NOT PART OF THIS NUTRITIOUS BREAKFAST

OATMEAL EATERS HAVE MORE FUN!



What was that?

SONIC IS THE WORLD'S FASTEST HEDGEHOG!

THERE ARE 16 POWER RINGS HIDDEN ON THIS BOX. FIND THEM SO SONIC CAN FIGHT THE MAD DR. ROBOTNIK

DR. ROBOTNIK IS A REAL NO GOOD-NIK

A fast duck is a quick quack

Fast Stuff

The fastest rocket goes 34,134 MPH
Falcons, the fastest birds, do 217 MPH in a dive!
The fastest computer performs 16 billion operations a second!

Oatmeal is a good breakfast, not a fashion accessory!

PLAY YOUR BEST!

SONIC

GAME TIPS INSIDE

on specially marked packets of Instant Quaker Oatmeal

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With Real
Raisins &
Spice
All Natural Flavors



Use a pot holder for hot bowl or pot. Kids, if you need help, ask an adult.
MANUFACTURED BY:
THE QUAKER OATS COMPANY
P.O. BOX 049003
CHICAGO, IL 60604-9003 U.S.A.

TO CLOSE - INSERT TAB

BEST IF USED BEFORE

Questions or comments? Call 1-800-555-OATS (1-800-555-6287), 8 a.m. to 6 p.m. Central Time, Monday-Friday. Please have "Best Before" information available when calling. ©1995 OAC

the more the you eat, the better you'll feel. FREE WATCH!

Matches better

High socks

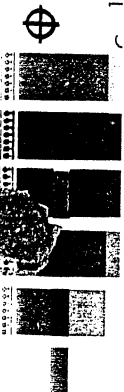
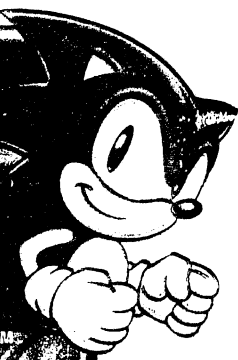
INSTANT
QUAKER OATMEAL

With Real
Cinnamon & Spice
All Natural Flavors



FREE
SONIC
THE HEDGEHOG
WATCH

SEE BACK
WITH PURCHASES
plus shipping and handling



INSTANT
QUAKER OATMEAL



INSTANT
QUAKER OATMEAL

GOOD SOURCE OF 8 VITAMINS & MINERALS

DIRECTIONS: MAKE WITH HOT WATER

Empty packet into bowl.
Add 1/2 cup boiling water, stir.

FOR 2 PACKETS: Empty packets into bowl, Add 1 cup boiling water, stir.

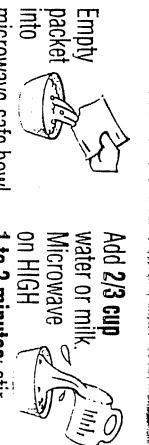


TO OPEN - LIFT TAB

DIRECTIONS: MAKE IN MICROWAVE

Empty packet into microwave-safe bowl.
Add 2/3 cup water or milk. Microwave on HIGH 1 to 2 minutes, stir.

FOR 2 PACKETS: Empty packets into microwave-safe bowl. Add 1-1/3 cups water or milk. Microwave on HIGH 2 to 3 minutes, stir.



COOL YOUR HOT OATMEAL QUICKLY BY ADDING MILK OR AN ICE CUBE.

With Real
Cinnamon & Spice
All Natural Flavors

FREE
SONIC
THE HEDGEHOG
WATCH

SEE SIDE PANEL FOR NUTRITION FACTS

Nutrition
Serving Size 1 packet
Servings Per Container

Amount Per Serving
Calories 170 Calor

Total Fat 2g
Saturated Fat 0g
Polyunsaturated 1
Monounsaturated

Cholesterol 0mg
Sodium 290mg
Total Carbohydrate:
Dietary Fiber 3g
Soluble Fiber
Sugars 15g

Protein 4g
Vitamin A
Vitamin C
Calcium
Iron
Thiamin
Riboflavin
Niacin
Vitamin B6

Folate
*Percent Daily Values are based on a diet of other people's misdeeds. Your daily values may vary depending on your individual circumstances. The values shown here are general estimates.

Total Fat	Less than 5%
Sat Fat	Less than 1%
Cholesterol	Less than 1%
Sodium	Less than 10%
Total Carbohydrate	Less than 10%
Dietary Fiber	Less than 10%

Ingredients: Whole grain oatmeal (with oat bran), sugar, sodium caseinate (a source of calcium and other nutrients), natural flavors, salt, polydextrose, malted barley flour, reduced iron, niacinamide, pyridoxine hydrochloride, thiamine mononitrate, riboflavin, folic acid.
* One of the B vitamins

10 1.62 OZ PACKETS • NET-WT 16.2 OZ • 460g

SEE BACK

American Heart Association



This product meets American Heart Association dietary guidelines for healthy people over age two when used as part of a balanced diet.

Diets low in saturated fat and cholesterol and high in grains, fruits and vegetables that contain fiber, particularly soluble fiber, may reduce risk of heart disease, a condition associated with many factors.

Fast Stuff!

The fastest rocket goes 34,134 MPH
Falcon's, the fastest birds, do 217 MPH in a dive!
The fastest computer performs 16 billion operations a second!

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Sonic wears red sneakers because they're faster than other colors!

SONIC IS THE WORLD'S FASTEST HEDGEHOG!

THERE ARE 16 POWER RINGS HIDDEN ON THIS BOX. FIND THEM SO SONIC CAN FIGHT THE MAD DR. ROBOTNIK

DR. ROBOTNIK IS A REAL NO GOOD-NIK

PLAY YOUR BEST!

SONIC

GAME TIPS INSIDE

on specially marked packets of Instant Quaker Oatmeal

Yo Dudes! Check this out!

FREE WATCH

WITH PURCHASES

No time to waste! Act fast to get your FREE sonic The Hedgehog watch. send 25 empty specially marked Instant Quaker Oatmeal packets plus \$1.00 shipping and handling. See Mail-In Certificate on inside of box.

ON MEAL EATER'S MORE FUN!

What was that?

ALL DOGS ARE NOT PART OF THIS NUTRITIOUS BREAKFAST

With Real **Cinnamon & Spice** All Natural Flavors



MANUFACTURED BY: THE QUAKER OATS COMPANY P.O. BOX 049003 CHICAGO, IL 60604-9003, U.S.A.

Use a pot holder for hot bowl or pot. Kids: if you need help, ask an adult.

BEST IF USED BEFORE

Questions or comments? Call 1-800-555-OATS (1-800-555-6297), 8 a.m. to 6 p.m. Central Time, Monday-Friday. Please have "Best Before" information available when calling. ©1995 OOC

The more the you eat, the better you can seem for your FREE watch!

Watches better than yours tell time better

BOX MADE FROM 100% RECYCLED FIBERS, 35% MINIMUM POST CONSUMER CONTENT

UPC/PURCHASE SEAL 0 300000 01350 2 INSTANT QUAKER OATMEAL

P-000107247 10-95

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With Real **Cinnamon & Spice** All Natural Flavors

QUAKER INSTANT OATMEAL



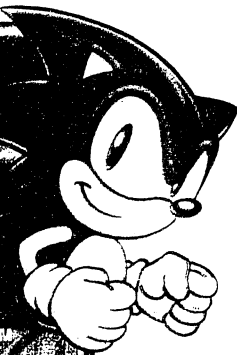
FREE SONIC WATCH

INSTANT
QUAKER OATMEAL

With Natural
Maple & Brown Sugar
Flavors & Other Natural Flavors

FREE
SONIC
WATCH

SEE BACK
WITH PURCHASES
plus shipping and handling



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119

INSTANT
QUAKER OATMEAL



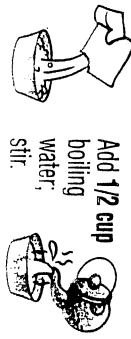
INSTANT
QUAKER OATMEAL
GOOD SOURCE OF 8 VITAMINS & MINERALS



DIRECTIONS: MAKE WITH HOT WATER

Empty packet into bowl.
Add 1/2 cup boiling water, stir.

FOR 2 PACKETS: Empty packets into bowl. Add 1 cup boiling water, stir.

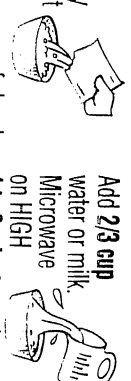


TO OPEN - LIFT TAB

DIRECTIONS: MAKE IN MICROWAVE

Empty packet into microwave-safe bowl.
Add 2/3 cup water or milk. Microwave on HIGH 1 to 2 minutes, stir.

FOR 2 PACKETS: Empty packets into microwave-safe bowl. Add 1-1/3 cups water or milk. Microwave on High 2 to 3 minutes, stir.

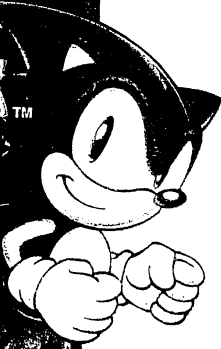


COOL YOUR HOT OATMEAL. ADDING MILK OR AN ICE CUBE.

With Natural
Maple & Brown Sugar
Flavors & Other Natural Flavors

SEE SIDE PANEL FOR NUTRITION FACTS

FREE
SONIC
WATCH



10 1.51 OZ PACKETS • NET WT 15.1 OZ • 430g

Nutrition Fac

Serving Size 1 packet (43g)
Servings Per Container 10

Amount Per Serving
Calories 160 Calories from F
% Daily*

Total Fat 2g
Saturated Fat 0g
Polyunsaturated Fat 1g
Monounsaturated Fat 0.5g

Cholesterol 0mg

Sodium 240mg
Total Carbohydrate 33g
Dietary Fiber 3g
Soluble Fiber 1g
Insoluble Fiber 2g
Sugars 13g

Protein 4g

Vitamin A
Vitamin C
Calcium
Iron
Thiamin
Riboflavin
Niacin
Vitamin B6
Folate

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Ingredients: Whole grain rolled (with oat bran), sugar, salt, brown flavor blend (natural flavors, non-fat dry milk powder, salt), calcium carbonate (a source of calcium), natural guar gum, caramel (sugar, skim milk, heavy cream, corn syrup), reduced sodium vitamin A palmitate, niacinamide, pyridoxine hydrochloride*, thiamine mononitrate*, riboflavin*, folic acid*
*One of the B vitamins

Source of Sugars:
Oats 1g
Sucrose 12g

SEE BACK

Heart Association



This product meets American Heart Association dietary guidelines for healthy people over age two when used as part of a balanced diet.

Diets low in saturated fat and cholesterol and high in grains, fruits and vegetables that contain fiber, particularly soluble fiber, may reduce risk of heart disease, a condition associated with many factors.

Fast Stuff:

The fastest rocket goes 34,134 MPH
Falcon 9, the fastest birds, do 217 MPH in a dive!
The fastest computer performs 16 billion operations a second!



Sonic wears red sneakers because they're faster than other colors!

Yo Dudes! Check this out!

FREE WATCH
WITH PURCHASES

No time to waste! Act fast to get your FREE Sonic the Hedgehog watch. Send 25 empty specially marked Instant Quaker Oatmeal packets plus \$1.00 shipping and handling. See Mail-In certificate on inside of box.

ON MEAL EATER'S HAVE MORE FUN!



What was that?

SONIC IS THE WORLD'S FASTEST HEDGEHOG!

THERE ARE 16 POWER RINGS HIDDEN ON THIS BOX. FIND THEM SO SONIC CAN FIGHT THE MAD DR. ROBOTNIK

DR. ROBOTNIK IS A REAL NO GOOD-NIK

A fast duck is a quick quack.

Oatmeal is a good breakfast, not a fashion accessory!

PLAY YOUR BEST!
SONIC
GAMETIPS INSIDE

on specially marked packets of Instant Quaker Oatmeal

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With Natural
Maple & Brown Sugar
Flavors & Other Natural Flavors

DOGS ARE NOT PART OF THIS NUTRITIOUS BREAKFAST



MANUFACTURED BY:
THE QUAKER OATS COMPANY
P.O. BOX 049003
CHICAGO, IL 60604-9003, U.S.A.

Use a pot holder for hot bowl or pot. Kids: If you need help, ask an adult.

Questions or comments? Call 1-800-555-OATIS (1-800-555-6287), 8 a.m. to 6 p.m. Central Time, Monday-Friday. Please have "Best Before" information available when calling. ©1995 OOC

BEST IF USED BEFORE 11 28 95

The more, the better, you can send for your FREE watch!

Watches better

Talking time. Hearin' rods.



BOX MADE FROM 100% RECYCLED FIBERS, 35% MINIMUM POST CONSUMER CONTENT



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10 11 95
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FREE SONIC WATCH

With Natural Flavors & Other Natural Flavors
Maple & Brown Sugar

QUAKER INSTANT OATMEAL

45103
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146

FREE SONIC WATCH
WITH PURCHASES
plus shipping and handling.

NO TIME TO WASTE! Act fast to get your FREE Sonic The Hedgehog watch. Send 25 empty specially marked Instant Quaker Oatmeal packets plus \$1.00 shipping and handling. See Mail-In certificate on inside of box.

UPC COUPON CODE
5 30000 29075

REGULAR: Quaker Oatmeal packets (11) purchased in accordance with our redemption policy. Void where prohibited or restricted by law. Mail coupons to: Quaker Oats, CMS Dept. 30000, 19900 Drive, Del Rio, Texas 78840. ©1995 OOC. Expires June 30, 1995. OOC.

31899/06

INSTANT QUAKER OATMEAL



INSTANT QUAKER OATMEAL
GOOD SOURCE OF 8 VITAMINS & MINERALS

* One of the B vitamins.
Regular Flavor Ingredients: Whole grain rolled oats (with oat bran), calcium carbonate (a source of calcium), salt, guar gum, caramel (sugar, skim milk, heavy cream, corn syrup), reduced iron, vitamin A palmitate, niacinamide*, pyridoxine hydrochloride*, thiamin mononitrate*, riboflavin*, folic acid*.
* One of the B vitamins.
Raisin & Spice Ingredients: Whole grain rolled oats (with oat bran), sugar, raisins, salt, calcium carbonate (a source of calcium), guar gum, spices, vitamin A palmitate, reduced iron, niacinamide*, pyridoxine hydrochloride*, thiamin mononitrate*, riboflavin*, folic acid*.
* One of the B vitamins.

Flavor Variety
Two packets each of these favorite flavors

- Maple & Brown Sugar
- Apples & Cinnamon
- Cinnamon & Spice
- Raisins & Spice
- Regular Flavor

10 PACKETS
NET WT 13.7 OZ • 390g

FREE WATCH
WITH PURCHASES

SEE TOP

DIRECTIONS: MAKE WITH HOT WATER

Empty packet into bowl. Add 1/2 cup boiling water, stir.

FOR 2 PACKETS: Empty packets into bowl. Add 1 cup boiling water, stir.

DIRECTIONS: MAKE IN MICROWAVE

Empty packet into microwave-safe bowl. Add 1-1/3 cups water or milk. Microwave on HIGH 2 to 3 minutes, stir.

FOR 2 PACKETS: Empty packets into microwave-safe bowl. Add 1-1/3 cups water or milk. Microwave on HIGH 2 to 3 minutes, stir.

ADD 2/3 cup water or milk. Microwave on HIGH 1 to 2 minutes, stir.

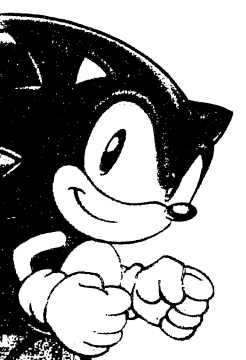
COOL YOUR HOT OATMEAL OR ADDING MILK OR AN ICE CUBE.

INSTANT QUAKER OATMEAL

INSTANT
QUAKER OATMEAL

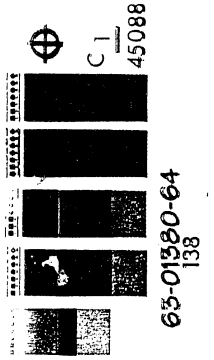
With Real
Apples & Cinnamon
& Other Natural Flavors

FREE SONIC WATCH



SEE BACK

WITH PURCHASES
plus shipping and handling



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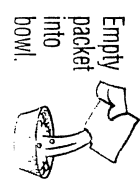
INSTANT
QUAKER OATMEAL



INSTANT
QUAKER OATMEAL

GOOD SOURCE OF 8 VITAMINS & MINERALS

DIRECTIONS: MAKE WITH HOT WATER

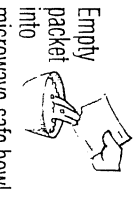


Empty packet into bowl.
Add 1/2 cup boiling water. Stir.



FOR 2 PACKETS: Empty packets into bowl. Add 1 cup boiling water. Stir.

DIRECTIONS: MAKE IN MICROWAVE



Empty packet into microwave-safe bowl. Add 2/3 cup water or milk. Microwave on HIGH 1 to 2 minutes. Stir.

FOR 2 PACKETS: Empty packets into microwave-safe bowl. Add 1-1/3 cups water or milk. Microwave on HIGH 2-3 minutes. Stir.

TO OPEN - LIFT TAB

COOL YOUR HOT OATMEAL COMPLETELY BY ADDING MILK OR AN ICE CUBE.

With Real
Apples & Cinnamon
& Other Natural Flavors

FREE SONIC WATCH

SEE SIDE PANEL FOR NUTRITION FACTS

Nutrition Facts

Serving Size 1 packet (35g)
Servings Per Container 10

Amount Per Serving

Calories 130 Calories from Fat 0

	% Daily Value
Total Fat 1.5g	
Saturated Fat 0.5g	
Polyunsaturated Fat 0.5g	
Monounsaturated Fat 0.5g	

Cholesterol 0mg

Sodium 105mg

Total Carbohydrate 26g

Dietary Fiber 3g

Soluble Fiber 1g

Sugars 11g

Protein 4g

Vitamin A

Vitamin C

Calcium

Iron

Thiamin

Riboflavin

Niacin

Vitamin B6

Folate

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80
Sat Fat	Less than	20g	25
Cholesterol	Less than	300mg	30
Sodium	Less than	2,400mg	2,400
Total Carbohydrate		300g	37
Dietary Fiber		25g	30

Ingredients: Whole grain roller (with oat bran), sugar, dehydrated apples (treated with sulfur dioxide and sodium bisulfite for color retention), calcium carbonate (a source of calcium), salt, guar gum, natural flavors, vitamin B12, reduced iron, niacin, pyridoxine hydrochloride, thiamine, riboflavin, folic acid.

* One of the B vitamins.

Source of Sugars:

Fruit & Oats 3g
Sucrose 8g

10 1.23 OZ PACKETS • NET WT 12.3 OZ • 350g

plus shipping and handling.

SEE BACK

With Real
Apples & Cinnamon
& Other Natural Flavors

Use a pot holder for hot bowl or pot.
Kids, if you need help, ask an adult.



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THE QUAKER OATS COMPANY
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QUAKER CHICAGO, IL 60604-9003, U.S.A.

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IF USED
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CHILI DOGS ARE NOT PART
OF THIS NUTRITIOUS
BREAKFAST

OATMEAL ENTERS
HAVE MORE FUN!

NO TIME TO WASTE! Act fast
to get your FREE SONIC
The hedgehog watch.
Send 25 empty
instantly marked
oatmeal packets plus
handling, see mail-in
certificate on
inside of box.

FREE WATCH
WITH PURCHASES

Yo Dudes!
Check this out!

SONIC
PLAY YOUR BEST!

SONIC IS THE WORLD'S
FASTEST HEDGEHOG!

DR. ROBOTNIK
IS A REAL
NO GOOD-NIK

HERE ARE
16 POWER RINGS
HIDDEN ON THIS
BOX. FIND THEM
SO SONIC CAN
FIGHT THE MAD
DR. ROBOTNIK

SONIC WEARS RED
SNEAKERS BECAUSE THEY'RE
FASTER THAN OTHER COLORS!

WHAT WAS THAT?

FREE WATCH FOR YOU!
GET IT FIRST!
THE MORE YOU GET, THE MORE YOU WIN!

Japanem
sachem

than look
stake

INSTANT QUAKER OATMEAL

UP/PURCHASE SEAL

0 30000 01380 6



This product meets
American Heart Association
dietary guidelines for healthy
people over age two when
used as part of a balanced
diet.
Diets low in saturated fat
and cholesterol and high in
grains, fruits and vegetables
that contain fiber, particularly
soluble fiber, may reduce
risk of heart disease, a
condition associated with
many factors.

Fast Stuff
The fastest computer performs 16 billion operations a second!

A fast duck is a quick quack.
Oatmeal is a good breakfast, not a fashion accessory.
The fastest rocket goes 34,134 MPH
Falcons, the fastest birds, do 217 MPH in a dive!
The fastest computer performs 16 billion operations a second!

FREE SONIC WATCH

INSTANT QUAKER OATMEAL

With Real
Apples & Cinnamon
& Other Natural Flavors

BOX MADE FROM
100% RECYCLED FIBERS
35% MINIMUM POST
CONSUMER CONTENT

UP/PURCHASE SEAL

0 30000 01380 6

INSTANT QUAKER OATMEAL

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BS

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Hedgehog and all
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Lunchables®

EASY OPEN ZIP-STRIP

FOR BEST QUALITY, PURCHASE AND USE BY DATE SHOWN. DO NOT FREEZE.

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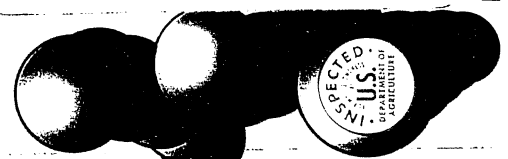
QUESTIONS OR COMMENTS: 1-800-222-2323 TOLL FREE 5-6 WEEKDAYS (CST)

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Lunchables®

BRAND LUNCH COMBINATIONS



KEEP REFRIGERATED

Lean Ham

WATER ADDED



American

PASTEURIZED PROCESS CHEESE FOOD

BUTTER FLAVORED CRACKERS

VEGETARIAN



CAPPRISUN®

JUICE DRINK
FRUIT PUNCH

Details on bottom.
Official rules inside.



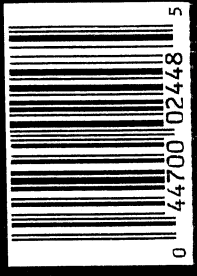
MEGA WIN INSTANTLY SEGA GIVEAWAY

OVER 100,000 WINNERS!

INGREDIENTS: CA, PUNCH JUICE DRI, fructose corn sy, Water extracted O and Peach juice co acid; Natural flavo Water Added - Formed - Smoki Ham, Water, Sodi tains less than 2% Sodium erythorb sugar), Sodium r AMERICAN PAS GESS CHEESE F Enzymes), Mikka concentrate, Wate Salt - Sorbic acid; Annatto (color), SNICKERS® BAR (Sugar, Cocoa bu late, Lactose, Mill Vanillin an artifiia Corn syrup, Sugar 2% - Butter, Lac whiles, Soy prot artificial flavor. ED CRACKERS - (Wheat flour, Niac Thiamine mononi Riboflavin (Vitami shortening (partia soybean and/or r Sugar, Salt, Conta Leavening (Sodi Sodium acid pyro calcium phosphic Corn syrup, Enz butter (Cream, Annatto color).

OSCAR MAYER FOOD
MADISON, WI 53707

PROOF OF PURCHASE



FUN PACK



OSCAR MAYER LUNCHABLES/HOT DOG INSTANT WIN GAME
NO PURCHASE NECESSARY. For a free game message/official rules, send a self-addressed, stamped #10 envelope to: Oscar Mayer Requests, Box 4634, Blair, NE 68009. Residents of WA only may omit return postage. 1 request per outer mailing envelope. Requests must be received by 9/9/96. Game open to U.S. residents only. Game ends 9/30/96.

9TD45950
02448X
45-2293



95
9-13

FUN PACK

**Glaxo
Mayer**
Lunchables
THE ORIGINAL CRISPER THAN ANY OTHER

Juice Drink 10% Fruit Juice

Nutrition Facts

Serving Size 1 package

Amount Per Serving

Calories 440 Calories from Fat 180

% Daily Value*

Total Fat 20g 31%

Saturated Fat 9g 45%

Cholesterol 50mg 17%

Sodium 1270mg 53%

Total Carbohydrate 54g 18%

Dietary Fiber less than 1g 4%

Sugars 40g

Protein 15g

Vitamin A 8% • Vitamin C 0%

Calcium 20% • Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet.

Look Inside For Your Chance To
WIN INSTANTLY

20 GRAND PRIZES

WINNERS GET
a Saturn™ and
a Sega™

**MEGA
SEGA
GIVEAWAY**

100 FIRST PRIZES

Winners

100,000 SECOND PRIZES

Win

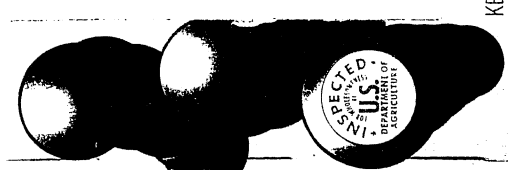
**Glaxo
Mayer**
Lunchables
THE ORIGINAL CRISPER THAN ANY OTHER

OVER 100,000 WINNERS! Details on bottom. Official rules inside.



Oscar Mayer® Lunchables®

BRAND LUNCH COMBINATIONS



FOR BEST QUALITY, PURCHASE AND USE BY DATE SHOWN. DO NOT FREEZE.
MAR 07 BC P-537K

KEEP REFRIGERATED

Lean Turkey Breast & WHITE TURKEY-CURED

KRAFT® American
 PASTEURIZED PROCESS CHEESE FOOD
 BUTTER FLAVORED CRACKERS



PEANUT BUTTER CUP

NET WT 3.8 OZ (107 g) & 6.75 FL OZ (200 mL)

Oscar Mayer® Lunchables®
 BRAND LUNCH COMBINATIONS

OSCAR MAYER LUNCHABLES/HOT DOG INSTANT WIN GAME
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FUN PACK

PROOF OF PURCHASE



MEGA WIN INSTANTLY SEGA GIVEAWAY

OVER 100,000 WINNERS!

Details on bottom
 Official rules inside

CAPRISUN®
 JUICE DRINK
 PACIFIC COOLER™

INGREDIENTS: CAPRI SUN® PACIFIC COOLER™ JUICE DRINK: Water; High fructose corn syrup; Grape, Apple, Cherry and Pineapple juice concentrates; Citric acid; Water extracted Orange juice concentrate; Natural flavor. ROAST TURKEY BREAST & WHITE TURKEY-CURED - Smoke Flavor Added-Turkey breast, Water, White turkey, Sodium lactate, Modified corn starch, Contains less than 2% of: Salt, Dextrose, Carrageenan, Sodium phosphates, Smoke flavor, Sodium erythorbate (made from sugar), Sodium nitrite. KRAFT® AMERI-CAN PASTEURIZED PROCESS CHEESE FOOD - Cheddar cheese (Milk, Cheese culture, Salt, Enzymes), Milkfat, Whey protein concentrate, Water, Sodium citrate, Salt, Sorbic acid as a preservative, Annatto (color), Oleoresin paprika. BUTTER FLAVORED CRACKERS - Enriched flour (Wheat flour, Niacin, Reduced iron, Thiamine mononitrate (Vitamin B1), Riboflavin (Vitamin B2)), Vegetable shortening (partially hydrogenated soybean and/or cottonseed oils), Sugar, Salt, Contains 2% or less of: Leavening (Sodium bicarbonate, Sodium acid pyrophosphate, Monocalcium phosphate), Whey, Malt, Corn syrup, Enzyme intensified butter (Cream, Salt, Enzymes, Annatto color). REESE'S® PEANUT BUTTER CUP - Milk chocolate (Sugar, Cocoa butter, Milk, Chocolate, Soy lecithin an emulsifier), Peanuts, Sugar, Dextrose, Salt, TBHQ and Citric acid (to preserve freshness).

OSCAR MAYER FOODS CORP. GEN. OFF.
 MADISON, WI 53707

5TD45948
 02445A
 45-2438



U.S. PATENT PENDING

FUN PACK

Oscar Mayer
Lunchables®
LUNCHABLES
LUNCHABLES

Juice Drink 10% Fruit Juice

Nutrition Facts

Serving Size 1 package

Amount Per Serving

Calories 450 Calories from Fat 180

% Daily Value*

Total Fat 20g 31%

Saturated Fat 10g 50%

Cholesterol 50mg 17%

Sodium 1340mg 56%

Total Carbohydrate 54g 18%

Dietary Fiber 1g 4%

Sugars 39g

Protein 16g

Vitamin A 6% • Vitamin C 0%

Calcium 20% • Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet.

Look Inside For Your Chance To
WIN INSTANTLY

20 GRAND PRIZES

WINNERS GET
a Saturn™ and

**MEGA®
SEGA®
GIVEAWAY**

100 FIRST PRIZES

Winners

100,000 SECOND PRIZES

Winners

Oscar Mayer
Lunchables®
LUNCHABLES
LUNCHABLES

OVER 100,000 WINNERS! Details on bottom. Official rules inside.



Lunchables®

EASY OPEN ZIP-STRIP

FOR BEST ENJOYMENT, ALLOW SKITTLES® Bite Size Candies TO SOFTEN AT ROOM TEMPERATURE FOR 5 MINUTES BEFORE EATING.

MAR 89 AC P-537K

FOR BEST QUALITY, PURCHASE AND USE BY DATE SHOWN. DO NOT FREEZE.

SKITTLES® IS A REGISTERED TRADEMARK OF MARS, INC. AND USED WITH PERMISSION.

KRAFT® AND CAPRI SUN® ARE REGISTERED TRADEMARKS OF KRAFT FOODS, INC.

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Lunchables®
BRAND LUNCH COMBINATIONS



KEEP REFRIGERATED

Lean Turkey Breast & WHITE TURKEY-CURED

NET WT 3.8 OZ (107 g) & 6.75 FL OZ (200 mL)

KRAFT® Cheddar PASTEURIZED PROCESS CHEESE FOOD BUTTER FLAVORED CRACKERS

VECTORMAN™



Details on bottom. Official rules inside.

CAPRI SUN®

JUICE DRINK SURFER COOLER™

skittles® BITE SIZE CANDIES

FUN PACK

Oscar Mayer® Lunchables®
BRAND LUNCH COMBINATIONS

OSCAR MAYER LUNCHABLES/HOT DOG INSTANT WIN GAME
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PROOF OF PURCHASE



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MEGA WIN INSTANTLY SEGA GIVEAWAY!

OVER 100,000 WINNERS!

INGREDIENTS: CAP SURFER COOLER™ JUICE with Natural Flavor - 1 fructose corn syrup; 1 extracted Orange and juice concentrates; 1 Natural Flavor, Roas BREAST & WHITE TURK Smoke Flavor Addet lactate, Water, White turk lactate, Modified corn : tains less than 2% of: So Carrageenan, Sodium f Smoke Flavor, Sodium f (made from sugar), Sor KRAFT® CHEDDAR PA PROCESS CHEESE FOOD cheese (Milk, Cheese c Enzymes), Milkfat, Wl concentrate, Water, So Salt, Sorbic acid as a f Annatto (color), Oleore SKITTLES® BITE SIZ with Real Fruit Juices and Artificially Flavor Corn syrup. Partially by soybean oil, Fruit juice f trate (Orange, Lime, Ci berry, Lemon). Less th acid, Dextrin, Natural a flavors, Gelatin, Mo starch, Coloring (Includ lake, Yellow 6 lake, Rec lake, Blue 1 lake, Yellow Blue 1), Ascorbic aci FLAVORED CRACKERS flour (Wheat flour, Maci iron, Thiamine monotr: B1), Riboflavin (Vitamin ble shortening (part genated soybean and/or oils), Sugar, Salt, Cont less of: Leavening (So monate, Sodium acid pyr Monocalcium phospho Malt, Corn syrup, Enz sifted butter (Cream, Sa Annatto color).

OSCAR MAYER FOODS COR MADISON, WI 53707

STD 459 45
02447
4912403

FUN PACK

Oscar Mayer
Lunchables®
KNOWLEDGE IS THE BEST
FRIEND

Juice Drink 10% Fruit Juice

Nutrition Facts

Serving Size 1 package

Amount Per Serving

Calories 430 Calories from Fat 140

% Daily Value*

Total Fat 15g 23%

Saturated Fat 8g 40%

Cholesterol 45mg 15%

Sodium 1240mg 52%

Total Carbohydrate 61g 20%

Dietary Fiber 0g 0%

Sugars 46g

Protein 13g

Vitamin A 6% • Vitamin C 15%

Calcium 15% • Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet.

Look Inside For Your Chance To

WIN INSTANTLY

70 GRAND PRIZES

WINNERS GET
SEGA Saturn™ and
SEGA Saturn™

**MEGA®
SEGA
GIVEAWAY**

100 FIRST PRIZES

Winners

100,000 SECOND PRIZES

Winners



Oscar Mayer
Lunchables®
100% MEAT
100% CHEESE

OVER 100,000 WINNERS! Details on bottom. Official rules inside.

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Lunchables®

EASY OPEN ZIP-STRIP

FOR BEST QUALITY, PURCHASE AND USE BY DATE SHOWN. DO NOT FREEZE.

M&M'S® IS A REGISTERED TRADEMARK OF MARS, INC. AND USED WITH PERMISSION.

QUESTIONS OR COMMENTS:
1-800-222-2323 TOLL FREE
9-5 WEEKDAYS (CST)

3 184
02447
PATENT PENDING
PULL HERE



11 12 1
95
9 5
8 6
7 4 3 2 1

Oscar Mayer®
Lunchables®
BRAND
LUNCH COMBINATIONS



KEEP REFRIGERATED

Bologna
MADE WITH PORK, CHICKEN & BEEF

NET WT 3.8 OZ (107 g) & 6.75 FL OZ (200 mL)

Oscar Mayer®
Lunchables®
BRAND
LUNCH COMBINATIONS

OSCAR MAYER LUNCHABLES/HOT DOG INSTANT WIN GAME
NO PURCHASE NECESSARY. For a free game message/official rules, send a self-addressed, stamped #10 envelope to: Oscar Mayer Requests, Box 4634, Blair, NE 68009. Residents of WA only may omit return postage. 1 request per outer mailing envelope. Requests must be received by 9/9/96. Game open to U.S. residents only. Game ends 9/30/96.



MEGA WIN INSTANTLY SEGA GIVEAWAY
OVER 100,000 WINNERS!



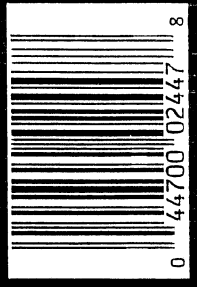
Details on bottom.
Official rules inside

CAPRISUN® WILD CHERRY
CHERRY FLAVORED JUICE BLEND
FROM CONCENTRATE WITH OTHER NATURAL FLAVOR

KRAFT® American
PASTEURIZED PROCESS CHEESE FOOD
BUTTER FLAVORED CRACKERS
m&m's®
CHOCOLATE CANDIES

FUN PACK

PROOF OF PURCHASE



0 44700 02447 8

INGREDIENTS: (CHERRY FLAVOR) From Concentrated Natural Flavor - Fructose corn syrup, Citric Acid, Citric Acid Concentrate, Lemon Juice, Natural Flavors, Natural Chicken & Beef - Water, Beef, Salt, less than 2% of: Corn Flour, Autolyzed Phosphates, Sugar, Sodium Chloride, Sodium Citrate, Sodium Enzymes), Milkfat Concentrate, Water, Salt, Sorbic Acid as Preservative, Annatto (Color), Oil, M&M'S® CHOCOLATE CANDIES (SUGAR, MILK CHOCOLATE (SUGAR, COCOA BUTTER, LECITHIN, SALT, ARTIFICIAL FLAVORS), SUGAR, LESS THAN 2% OF: CORN SYRUP, GUM ARABIC, BLUE 1, RED 40, YELLOW 5, BLUE 2 LAKE), DEXTROSE, PEANUTS, BUTTER, CRACKERS - ENRICHED WITH NIACIN, REDUCED FAT, MONITORING SERVICE, VITAMIN B6, VITAMIN B12, SOYBEAN OIL, SOYBEAN LECITHIN, SUGAR, SALT, CONTAINS 10% LESS SODIUM, LEAVENING (SODIUM ALUMINUM PHOSPHATE, CALCIUM PHOSPHATE, SODIUM BICARBONATE), CORN SYRUP, ENZYME BLENDED BUTTER (CREAM, SALT, ANNATTO COLOR).

OSCAR MAYER FOODS
MADISON, WI 53707

9 2D 4594
0 2447
15-2438



FUN PACK



Juice Drink 10% Fruit Juice

Nutrition Facts
Serving Size 1 package

Amount Per Serving	
Calories 530 Calories from Fat 250	
% Daily Value*	
Total Fat 28g	43%
Saturated Fat 13g	65%
Cholesterol 60mg	20%
Sodium 1120mg	47%
Total Carbohydrate 60g	20%
Dietary Fiber less than 1g	4%
Sugars 46g	
Protein 13g	
Vitamin A 8% • Vitamin C 0%	
Calcium 20% • Iron 8%	

*Percent Daily Values are based on a 2,000 calorie diet.

MEGA SEGA GIVEAWAY

100 FIRST PRIZES

Winner

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100,000 SECOND PRIZES

Win



Look Inside For Your Chance To WIN INSTANTLY

20 GRAND PRIZES

WINNERS GET

the Saturn™ and



OVER 100,000 WINNERS!

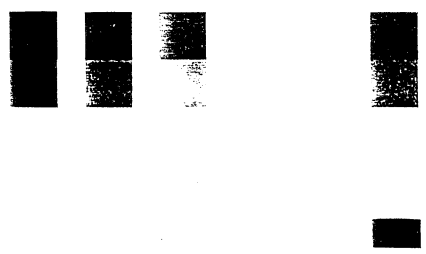
Details on bottom. Official rules inside.



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5



MEGA WIN INSTANTLY

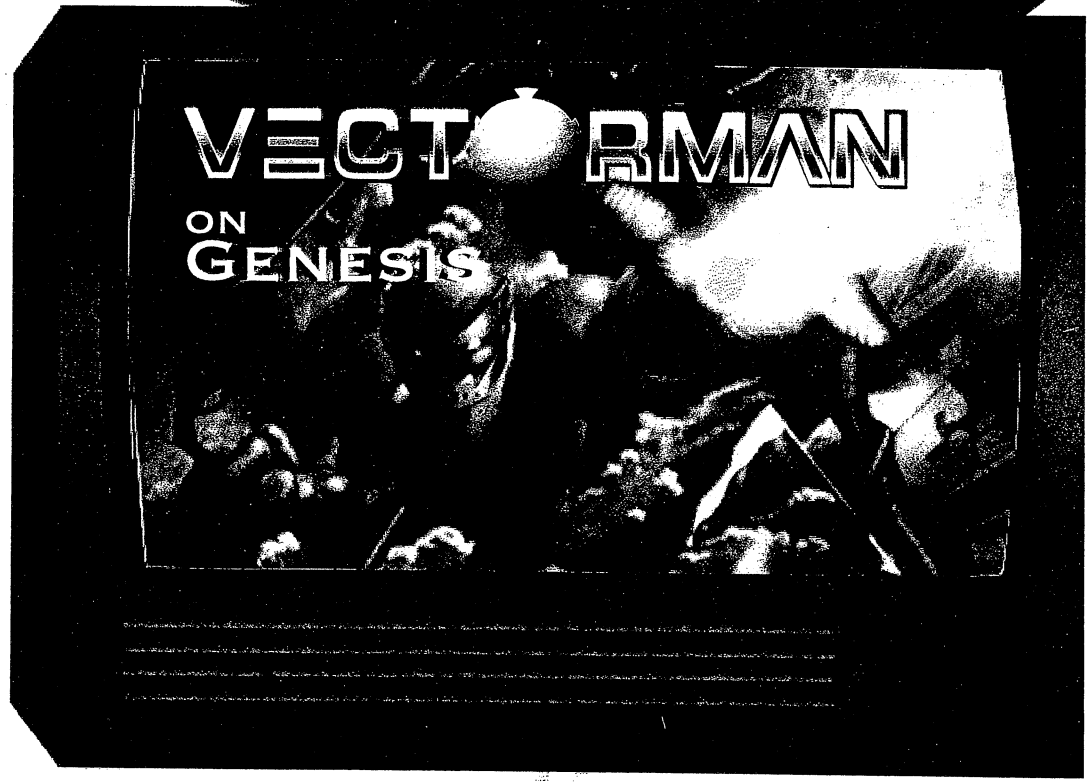
SEGA GIVEAWAY

Oscar Mayer



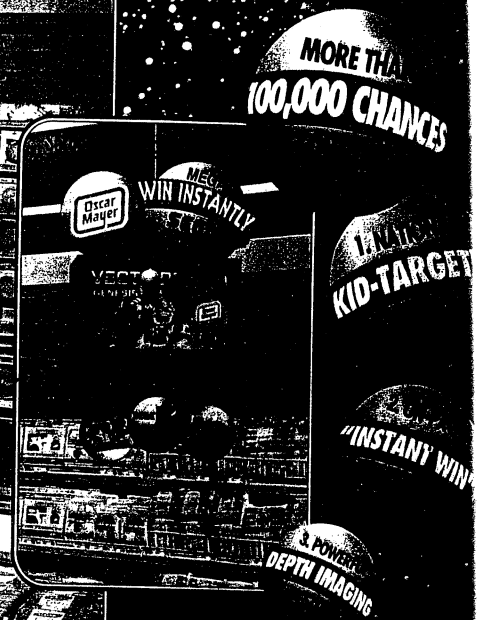
MEGA WIN INSTANTLY

SEGA® GIVEAWAY





KID PROMOTION POWER IN Q1 '96 WITH SEGA



FULLY-INTEGRATED PROMOTION DESIGNED TO HELP YOU WIN WITH MORE PROFITS!

Building on SEGA's powerful launch of its #1 game priority of the year!

1. Powerful T.V. support will create outstanding consumer awareness!
2. Exciting on-pack "Instant Win" game featuring complete SEGA systems, including SEGA's hot new release, VectorMan™ video game for Genesis™!
3. Unique, attention-getting merchandising display features full-color, dimensional images that change right before your eyes!

PERFECT PROMOTION PARTNERS FOR PERFECT PROMOTION PROFITS!

- Oscar Mayer™ Hot Dogs and Oscar Mayer™ Lunchables™ Brand Lunch Combinations are the number one kid's brands in their categories!
- SEGA is the leader in home interactive video games!
- New VectorMan™ is SEGA's number one priority and will be backed with \$5 million in marketing and advertising support!



HOW DOES THIS EXCITING NEW PROMOTION WORK? LIKE A CHARM!

"Instant Win" - An Oscar Mayer™ Hot Dogs and Oscar Mayer™ Lunchables™ Brand Lunch Combinations on-pack promotion featuring SEGA!

- Our best and biggest kid-targeted prize giveaway ever!
- Consumers know immediately if they've won a prize!

20 Grand Prizes - The Complete SEGA Experience!
SEGA Saturn™ & Video Game Genesis™ & VectorMan™ Video Game
Genesis 32X™ & Video Game Game Gear™ & Video Game

100 First Prizes!
SEGA VectorMan™ Video Games for Genesis™

100,000 Second Prizes!
SEGA Game Tips Videos and Wiener Whistles

A powerful promotion opportunity featuring three of America's most fun and exciting national brands... SEGA, Oscar Mayer™ Hot Dogs and Oscar Mayer™ Lunchables™ Lunch Combinations!

INSTANT WIN!

A KID-TARGETED, HIGH-ENERGY PROMOTION WITH
MEGA PROFIT OPPORTUNITIES FOR EVERYONE!



FEATURING VECTORMAN™
VIDEO GAME FOR GENESIS

GENESIS

SEGA N. 01, 96 WITH KID PROMOTION POWER!



FULLY INTEGRATED TV, IN-STORE AND
ON-PACK PROMOTION...

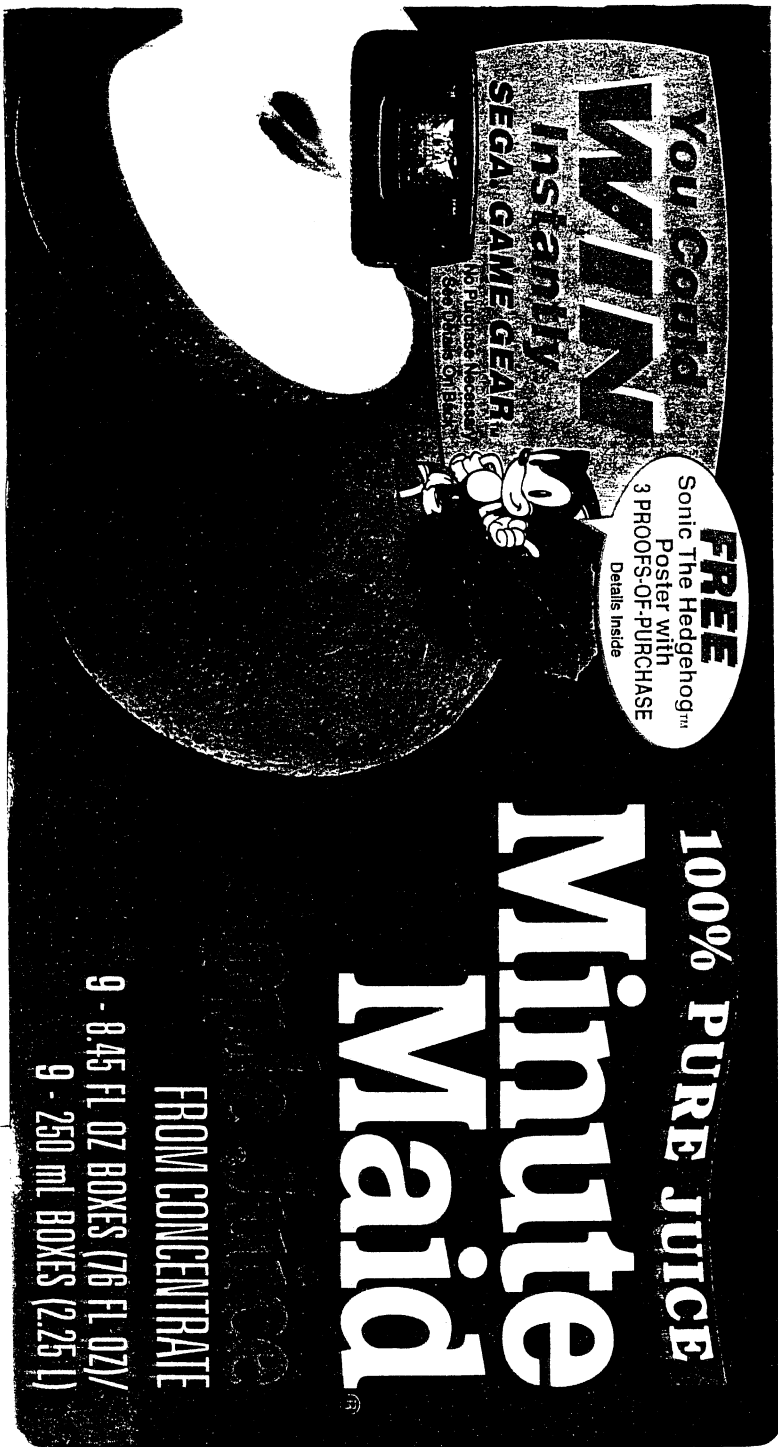
KID PROMOTION POWER! PROFIT OPPORTUNITIES FOR EVERYONE!

JANUARY	FEBRUARY	MARCH
"Instant Win" On-Pack Offers		
Oscar Mayer® Lunchables® & Hot Dogs TV Advertising <small>Brand Lunch Combinations</small>		
Revolutionary In-Store Display Program		

A PERFECT PROMOTIONAL PARTNERSHIP FEATURING
SEGA AND AMERICA'S FAVORITE PRODUCT LINE-UP:

- Oscar Mayer Lunchables Lunch Combinations Fun Pack
- Oscar Mayer 10 Count Wieners
- Oscar Mayer 10 Count Beef Franks
- Oscar Mayer Cheese Hot Dogs
- Oscar Mayer Bun-Length Beef Wieners





**YOU COULD
WIN**
Instantly
SEGA GAME GEAR!

NO PURCHASE NECESSARY
SEE BACK FOR DETAILS

FREE
Sonic: The Hedgehog™
Poster with
3 PROOFS-OF-PURCHASE
Details Inside

100% PURE JUICE

**Minute
Maid**

FROM CONCENTRATE

9 - 8.45 FL OZ BOXES (76 FL OZ)
9 - 250 ML BOXES (2.25 L)

100% PURE JUICE
**Minute
Maid**



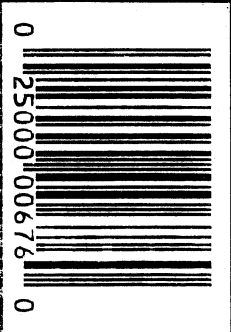
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FROM CONCENTRATE

A DIVISION OF
THE COCA-COLA COMPANY
HOUSTON, TEXAS 77252 U.S.A.
K
CT 261
06/76 B

Package can be frozen. Let thaw 3 to 5 hours

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Minute Maid® Sonic The Hedgehog™ Game

- 1. HERE'S HOW IT WORKS:** One official Minute Maid Sonic The Hedgehog Game Instant-win game piece is available, while supplies last, inside the cardboard overwrap of each specially marked 9-pack of Minute Maid Fruit Juices and drinks and via Rule #4 below.
- 2. HERE'S HOW TO PLAY: WIN INSTANTLY** - If the game piece identifies you as an instant winner, you win the prize specified on the game piece. Game piece is subject to verification as set forth in Rule #5 below.
- 3. HOW TO CLAIM A PRIZE:** To claim a prize, cut out the game piece, hand print your complete name, street address, including zip code and daytime and evening phone numbers on the game piece and send it to Minute Maid Sonic The Hedgehog Game Prize Claim, P.O. Box 8099, Grand Rapids, MN 55745-8099. Please print all information requested on the game piece. Grand and First prize claims must be sent certified mail, return receipt requested. Second prize claims can be sent via first class mail. For verification, photocopy your winning game piece and retain for your files. Proof of mailing is not proof of delivery. All claims must be received by September 30, 1996. In lieu of the prize claim form provided in the package, you may claim your prize by mailing your game piece(s) along with your complete name, street address, including zip code, and daytime and evening telephone numbers, hand printed on a 3" x 5" plain piece of paper.
- 4. NO PURCHASE NECESSARY:** For a free game piece and official rules, send a hand-printed, self-addressed envelope, via first class mail, to: Minute Maid Sonic The Hedgehog Game Piece Request, P.O. Box 8143, Grand Rapids, MN 55745-8143. Limit one game piece per request. Limit one request per outer mailing envelope. Limit one request per household per day. Requests must be received by August 30, 1996 or WHILE SUPPLIES LAST, whichever occurs first.
- 5. VERIFICATION:** All game pieces submitted for prize claim must be verified by Marden-Kane, Inc., an independent judging organization, whose decisions relating to this promotion are final. All material submitted becomes the sole property of Coca-Cola Foods and will not be returned. Any game piece that is tampered with, duplicated, forged, torn, illegible, reproduced or contains printing, production or other errors will be null and void. In the event of printing or production error, more game pieces are distributed, or more prizes are claimed than are intended to be awarded for any prize level per Rule #7, those prizes will be awarded in a random drawing from among all prize claims received for that prize level. In no event will more prizes be awarded than those listed in Rule #7. Game pieces which are distributed where prohibited by law or not obtained legitimately will be null and void. Not responsible for late, lost, damaged, incomplete, illegible, postage due or misdirected mail.
- 6. GAME DEADLINES AND ELIGIBILITY REQUIREMENTS:** All prize claims must be received by September 30, 1996. Limit one prize claim per person, household or family. Game open to residents of the U.S.A., except persons who are employees of The Coca-Cola Company, Coca-Cola Bottlers, SEGA, their affiliates, subsidiaries and divisions, Marden-Kane, Inc., independent contractors of any of the above and individuals who are engaged in the development, production or distribution of the materials for this game and immediate family members of each of the above (spouse, siblings, parents, grandparents or children of any of the foregoing) or persons living in the same household as any person in any of the preceding categories. Void in Puerto Rico and where prohibited by law. All federal, state and local laws and regulations apply. Eligible prize winners will be notified by mail on or about 30 days after September 30, 1996. Prize winners may be required to sign an affidavit of eligibility and liability release which must be returned within 14 days from date of notification or prize will be forfeited. All federal, state and local taxes on prizes are the sole responsibility of the winner. No transfer or substitution of prize permitted. Acceptance of prize constitutes permission to the sponsor and its agencies to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law.
- 7. PRIZES AND THE APPROPRIATE NUMBER AVAILABLE, AND APPROXIMATE ODDS OF WINNING - UNCLAIMED AND UNREDEEMED PRIZES WILL NOT BE AWARDED: ONE HUNDRED (100) GRAND PRIZES: SEGA Game Gear™ along with two (2) game cartridges - Sonic The Hedgehog 2 and Sonic The Hedgehog Triple Trouble™ - 1 in 20,000. Approximate retail value: \$150.00. FIVE HUNDRED (500) FIRST PRIZES: Sonic The Hedgehog Radio Controlled Car - 1 in 4,000. Approximate retail value: \$18.00. FORTY-THOUSAND (40,000) SECOND PRIZES: set of three (3) Sonic The Hedgehog Temporary Tattoos - 1 in 50. Approximate retail value: \$2.50. Total approximate retail value of all prizes: \$124,000.**
- 8. For a list of grand prize winners, send a stamped, self-addressed envelope (after 9/30/96) to Minute Maid Sonic The Hedgehog Game Winner's List, P.O. Box 8114, Grand Rapids, MN 55745-8114.**

GAME GEAR™

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SEGA®

100% PURE ORANGE JUICE

Minute Maid®

Orange Juice

FROM CONCENTRATE

9 - 8.45 FL OZ BOXES (75 FL OZ)
9 - 8.45 FL OZ BOXES (2.25 L)

FREE
Sonic The Hedgehog™
Poster with
3 PROOFS-OF-PURCHASE
Details Inside

You Could
WIN
Instantly
SEGA® GAME GEAR™
No Purchase Necessary
See Details On Back

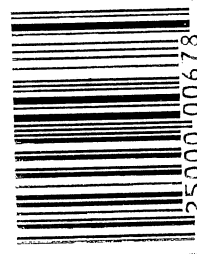


Play the Minute Maid®
Sonic The Hedgehog™ Game
Over 40,000 Prizes!

- SEGA® Game Gear™
- Sonic The Hedgehog™
- Radio Control Cars
- Sonic The Hedgehog™
- Tattoos



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BEST WHEN USED
BY THIS DATE



SEGA
SWEEPSTAKES
OFFICIAL
RULES
NO PURCHASE NECESSARY

1. To enter, hand print your name, address, zip code, and the words "POST and SEGA Sweepstakes" on a 3x5 piece of paper and mail it in an envelope to: POST and SEGA Sweepstakes, P.O. Box 7456, Melville, NY 11775-7456. Enter as often as you wish, but each entry must be mailed separately and be received by January 31, 1997, when the sweepstakes ends. Mechanically reproduced entries will not be accepted.

2. Grand Prize (5): SEGA GAME GEAR, SEGA GENESIS, GENESIS 32X, SEGA CD with SEWER SHARK, each of the above hardware systems comes with four (4) pieces of compatible SEGA software. The SEGA CD comes packed with SEWER SHARK so winners will receive (3) additional pieces of software with this prize (est. retail value \$1,470); First Prize (100): SEGA GAME GEAR with VR TROOPERS compatible with GAME GEAR (est. retail value \$145); Second Prize (300): VR TROOPERS compatible with GAME GEAR (est. retail value \$45). The total estimated retail value of the prizes is \$35,350. Winners will be selected in a random drawing on or about 2/17/97 from among all eligible entries received. Drawing will be conducted by National Judging Institute, Inc., an independent judging organization whose decisions are final on all matters relating to this sweepstakes. Odds of winning are dependent on the number of eligible entries received. All prizes will be awarded and winners will be notified by mail. Limit one prize to an individual or household. In the event the Grand Prize is won by a minor, it will be awarded in the name of a parent or legal guardian. Prizes are nontransferable and no substitutions are allowed except by the sponsor who reserves the right to award a prize of equal or greater value. Sponsor and its agencies assume no responsibility or liability for damages, losses or injury resulting from acceptance or use of any prize. All federal, state and local taxes, if any, are the sole responsibility of the individual winners. Potential winners may be required to verify address or execute an affidavit of eligibility and release within 14 days of notification attempt or the prize will be forfeited and an alternate winner selected. Entry constitutes permission to use winners' names and/or likenesses for advertising/trade purposes without further compensation except where prohibited by law. No responsibility is assumed for lost, misdirected, illegible or late entries or mail.

3. Sweepstakes open to residents of the U.S., who are 18 years of age or younger as of 1/1/96, except employees and their families of Kraft Foods, Inc., its parent, affiliates, subsidiaries, advertising agencies, and Don Jagoda Associates, Inc. This offer is void wherever prohibited, and subject to all federal, state and local laws and regulations.

4. For a list of major prize winners, send a stamped, self-addressed envelope to: SEGA WINNERS, P.O. Box 7604, Melville, NY 11775-7604.



PROVIDES 13 VITAMINS
AND MINERALS

RAISIN BRAN

Natural High Fiber

WHOLE GRAIN WHEAT

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nutrition
information

ENLARGED
TO SHOW
TEXTURE

SEGA

\$5.00

MAIL-IN REBATE

ON SELECTED

**GAME GEAR™
VIDEO GAMES**

SEE DETAILS ON BACK



Post
**RAISIN
 BRAN**
 Natural High Fiber

Nutrition Facts

Serving Size 1 cup (59g)
 Servings Per Container about 12

Amount Per Serving	Cereal with Raisins	Cereal with Skim Milk
Calories	190	230
Calories from Fat	10	10
% Daily Value**		
Total Fat 1g	2%	2%
Saturated Fat 0g	0%	0%
Cholesterol 0mg	0%	0%
Sodium 300mg	13%	15%
Potassium 340mg	10%	15%
Total Carbohydrate 47g	16%	18%
Dietary Fiber 8g	31%	31%
Soluble Fiber 1g		
Sugars 20g		
Other Carbohydrate 19g		
Protein 4g		

Vitamin A	15%	20%
Vitamin C	0%	2%
Calcium	2%	15%
Iron	35%	35%
Vitamin D	15%	30%
Thiamin	35%	40%
Riboflavin	35%	45%
Niacin	35%	35%
Vitamin B6	35%	35%
Folate	35%	35%
Vitamin B12	35%	45%
Phosphorus	20%	30%
Magnesium	20%	25%
Zinc	15%	20%
Copper	15%	15%

*Amount in Cereal. One half cup skim milk contributes an additional 40 calories, 65mg sodium, 200mg potassium, 6g total carbohydrate (5g sugars), and 4g protein.

**Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	1,600mg	2,000mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

INGREDIENTS: WHOLE GRAIN WHEAT, RAISINS, WHEAT BRAN, SUGAR, CORN SYRUP, SALT, WHEAT FLOUR, MALTED BARLEY FLOUR, HONEY.

VITAMINS AND MINERALS: REDUCED IRON, NICKELAMIDE ZINC OXIDE (SOURCE OF ZINC), VITAMIN B6, VITAMIN A PALMITATE, RIBOFLAVIN (VITAMIN B2), THIAMIN MONONITRATE (VITAMIN B1), FOLIC ACID, VITAMIN B12 (VITAMIN D).

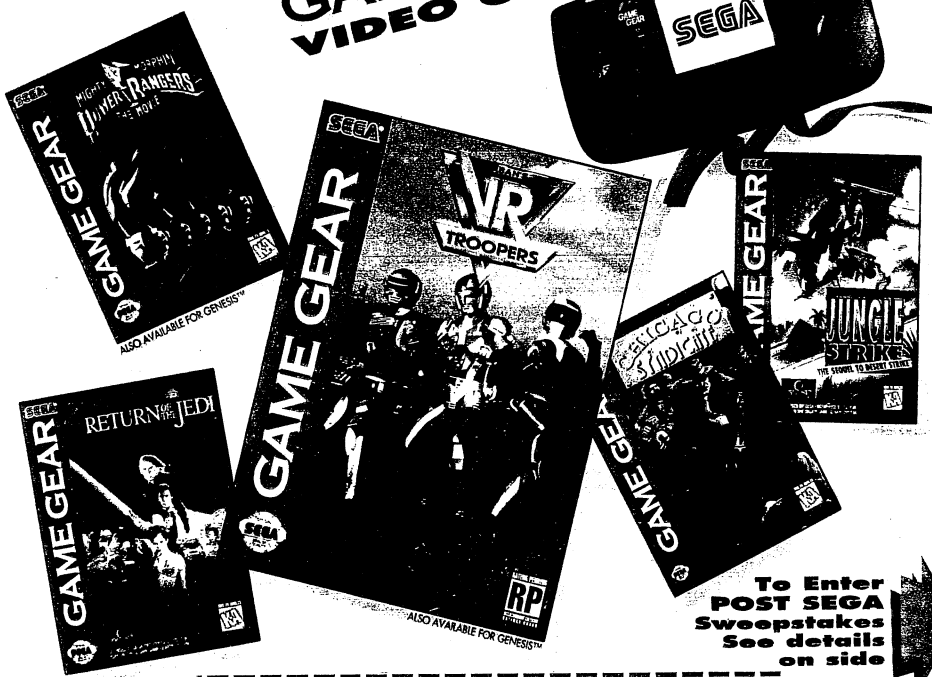
KRAFT FOODS, INC.
 BOX RB-26, WHITE PLAINS, NY 10626, USA

EXCHANGE: 1/2 Starch Bread 1 Fruit. Exchange calculations based on Exchange Lists for Label Planning © 1999 American Diabetes Association Inc. and The American Dietetic Association.

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At POST, our commitment to quality is your guarantee of satisfaction. All of our cereals are made to be wholesome and delicious. If for any reason you are not satisfied with the quality, please let us know. Send dated box top to above address or call Toll Free 1-800-431-POST (7678).
 9:00 a.m. - 6:00 p.m. (EST) Weekdays
 9:00 a.m. - 2:00 p.m. (EST) Saturday

SEGA
\$5.00
MAIL-IN REBATE
ON SELECTED
GAME GEAR™
VIDEO GAMES



To Enter
POST SEGA
 Sweepstakes
 See details
 on side

SEGA
\$5.00
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ON SELECTED
GAME GEAR™
VIDEO GAMES

MAIL-IN OFFER FORM/NOT PAYABLE AT RETAIL STORE THIS MAIL-IN OFFER MUST ACCOMPANY REQUEST

Buy: * Any one (1) of the following POST Cereals: Fruity Pebbles, Cocoa Pebbles, Honeycomb, Golden Crisp, or Post Raisin Bran.

* Any one (1) of the following SEGA Games: VR TROOPERS™ GAME GEAR™ or GENESIS™ POWER RANGERS™, THE MOVIE GAME GEAR or GENESIS, CHICAGO SYNDICATE™ GAME GEAR, SUPER RETURN OF THE JEDI™ GAME GEAR or JUNGLE STRIKE™ GAME GEAR.

Send: * One (1) proof-of-purchase (1) (SAMPLE) from any POST Cereal listed above.
 * Your original cash register receipt for any SEGA Game listed above, with the purchase price circled and proof-of-purchase (1) (SAMPLE) from the video game.
 * This completed mail-in form.

Mail To: POST/SEGA \$5.00 Rebate, P.O. Box 490520, El Paso, TX 88549-0520
 Receive: \$5.00 refund check by mail. While game supplies last.

PLEASE SEND TO:
 Name _____
 Address _____
 City _____ State _____ Zip _____

REQUESTS MUST BE RECEIVED BY 1/31/97. ALLOW 4 TO 8 WEEKS FOR SHIPMENT. LIMIT ONE PER HOUSEHOLD OR ADDRESS. Duplicate requests will constitute fraud. Theft, diversion, reproduction, transfer, sale or purchase of this offer form, proof-of-purchase or cash register receipts is prohibited and constitutes fraud. Offer good in USA only. Its terms and military addresses in which this offer form is displayed or advertised, void where travel, restricted or prohibited. Proof-of-purchase submitted by dates or organizations will not be honored or returned. Limit one offer form per envelope. Proof-of-purchase, cash register receipt and mail-in form must be forwarded in an envelope with sufficient first class postage. Resellers of Kraft Foods products are excluded. Kraft Foods reserves the right to verify identification. No name address labels accepted. Fraudulent submissions could result in federal prosecution under the U.S. Mail Fraud Statutes (18 United States Code, Sections 1341 and 1342).

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BY THIS DATE

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**Honey-
COMB**
BRAND

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SWEEPSTAKES
OFFICIAL
RULES
NO PURCHASE NECESSARY

To enter, hand print your name, address, zip code, and the words "POST and SEGA Sweepstakes" on a 3"x5" piece of paper and mail it in an envelope to: POST and SEGA Sweepstakes, P.O. Box 7456, Melville, NY 11775-7456. Enter as often as you wish, but each entry must be mailed separately and be received by January 31, 1997, when the sweepstakes ends. Technically reproduced entries will not be accepted.

Grand Prize (5): SEGA GAME GEAR, SEGA GENESIS, GENESIS 32X, SEGA CD with SEWER SHARK, each of the above hardware systems comes with four (4) pieces of compatible SEGA software. The SEGA CD comes packed with SEWER SHARK so winners will receive (3) additional pieces of software with this prize (est. retail value \$1,470); First Prize (100): SEGA GAME GEAR with VR TROOPERS compatible with GAME GEAR (est. retail value \$145); Second Prize (300): VR TROOPERS compatible with GAME GEAR (est. retail value \$45). The total estimated retail value of the prizes is \$35,350. Winners will be selected in a random drawing on or about 2/17/97 from among all eligible entries received. Drawing will be conducted by National Judging Institute, Inc., an independent judging organization whose decisions are final on all matters relating to this sweepstakes. Odds of winning are dependent on the number of eligible entries received. All prizes will be awarded and winners will be notified by mail. Limit one prize to an individual or household. In the event the Grand Prize is won by a minor, it will be awarded in the name of a parent or legal guardian. Prizes are nontransferable and no substitutions are allowed except by the sponsor who reserves the right to award a prize of equal or greater value. Sponsor and its agencies assume no responsibility or liability for damages, losses or injury resulting from acceptance or use of any prize. All federal, state and local taxes, if any, are the sole responsibility of the individual winners. Potential winners may be required to verify address or execute an affidavit of eligibility and release within 14 days of notification attempt or the prize will be forfeited and an alternate winner selected. Entry constitutes permission to use winners' names and/or likenesses for advertising/trade purposes without further compensation except where prohibited by law. No responsibility is assumed for lost, misdirected, illegible or late entries or mail.

Sweepstakes open to residents of the U.S., who are 18 years of age or younger as of 1/1/96, except employees and their families of Kraft Foods, Inc., its parent, affiliates, subsidiaries, advertising agencies, and Don Jagoda associates, Inc. This offer is void wherever prohibited, and subject to all federal, state and local laws and regulations.

For a list of major prize winners, send a stamped, self-addressed envelope to: SEGA WINNERS, P.O. Box 7604, Melville, NY 11775-7604.

Post

PROVIDES 10 ESSENTIAL VITAMINS & MINERALS
See Side for Nutrition Information

**Honey-
COMB**
BRAND

Nutritious Sweetened Corn & Oat Cereal



ENLARGED TO SHOW TEXTURE



NET WT 14.5 OZ (412g)



Post Honeycomb

Enrichment Facts

Per 1 1/2 cups (29g)
Per Container about 14

	Cereal	Cereal with 1/2 cup Skim Milk
Total Fat	5	5
% Daily Value**		
Total Fat	1%	1%
Total Fat 0g	0%	0%
Total Fat 0mg	0%	0%
Total Fat 0mg	9%	12%
Total Fat 35mg	1%	7%
Total Fat 26g	9%	11%
Total Fat 1g	3%	3%
Total Fat 1g		
Total Fat 14g		

15%	20%
0%	2%
0%	15%
15%	15%
10%	25%
25%	30%
25%	35%
25%	25%
25%	25%
25%	25%
25%	35%
2%	10%
2%	6%
10%	15%

Cereal: One half cup skim milk contributes an additional 40 calories, 1m, 200mg potassium, 0g total carbohydrate (0g sugars), and 4g

ly Values are based on a 2,000 calorie diet. Your daily values may be
wer depending on your calorie needs:

	2,000	2,500
Calories:	2,000	2,500
Less than	65g	80g
Less than	20g	25g
Less than	300mg	300mg
Less than	2,400mg	2,400mg
	3,500mg	3,500mg
	300g	375g
	25g	30g

Wheat Flour, Sugar, Whole Grain Oat Flour, Honey, Salt, Turmeric
is added to the packaging material to preserve freshness.

Minerals: Niacinamide, Reduced Iron, Zinc Oxide (Source of
B6, Vitamin A Palmitate, Riboflavin (Vitamin B2), Thiamin
B1), Folic Acid, Vitamin B12, Vitamin D.

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To Enter POST SEGA Sweepstakes See details on side

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MAIL-IN OFFER FORM (NOT PAYABLE AT RETAIL STORE THIS MAIL-IN OFFER MUST ACCOMPANY REQUEST)

Buy: * Any one (1) of the following POST (Cereals): Fruity PEBBLES, Cocoa PEBBLES, HONEYCOMB, GOLDEN CRISP, or POST Raisin Bran.

* Any one (1) of the following SEGA Games: VR TROOPERS™ GAME GEAR™ or GENESIS™ POWER RANGERS™: THE MOVIE GAME GEAR or GENESIS™ CHICKO SYNDICATE™ GAME GEAR, SUPER RETURN OF THE JEDI™ GAME GEAR or JUNGLE STRIKER™ GAME GEAR.

Send: * One (1) proof of purchase (1118441111) from any POST Cereal listed above.

* Your original cash register receipt for any SEGA Game listed above, with the purchase price circled and proof-of-purchase (1118441111) from the video game.

* This completed mail-in form.

Mail To: POST/SEGA \$5.00 Rebate, P.O. Box 490520, El Paso, TX 78549-0520

Deliver: \$5.00 refund check by mail. While game supplies last.

PLEASE SEND TO:

Name _____ (Please Print)

Address _____ (Please Print)

City _____ State _____ Zip _____

REQUESTS MUST BE RECEIVED BY 1/31/97. ALLOW 6 to 8 WEEKS FOR SHIPMENT. LIMIT ONE PER HOUSEHOLD OR ADDRESS. Duplicate requests will constitute fraud. Theft, alteration, reproduction, transfer, sale or purchase of this offer form, proof-of-purchase or cash register receipts is prohibited and constitutes fraud. Offer good in USA only. Its territories and military addresses in which this Offer Form is displayed or advertised. Void where taxed, restricted or prohibited. Proof-of-purchase submitted by clubs or organizations will not be honored or returned. Limit one offer form per envelope. Proof-of-purchase, cash register receipt and mail-in form must be forwarded in an envelope with sufficient first class postage. Receipts of Kraft Foods products are excluded. Kraft Foods reserves the right to verify identification. No name address labels accepted. Fraudulent submissions could result in federal prosecution under the U.S. Mail Fraud Statute (18 United States Code, Sections 1341 and 1342).

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TO KEEP YOUR CEREAL FRESH, REFOLD INNER BAG AFTER EACH USE AND CLOSE PACKAGE FLAPS

TO CLOSE INSERT TAB HERE

If this box does not contain a winner's certificate (located between the box and the cereal bag), sorry, you are not a winner. See side panel for list of rules.

CARTON MADE FROM 100% RECYCLED PAPERBOARD MINIMUM 35% POST-CONSUMER CONTENT

TO KEEP CRISP REFOLD INNER BAG



Provides 9 Vitamins & Minerals
FAT FREE

Honey Frosted WHEATIES



Wholesome,
Sweetened
Two-Grain
Cereal with
Whole Wheat
and Honey[®]

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SPORTS
INSTANT WIN
SWEEPSTAKES
SEE BACK FOR DETAILS.

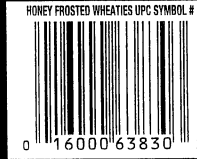


NET WT 14.75 OZ (418g) ©



Good Cereal
Good Value

Honey Frosted
WHEATIES



Honey Frosted WHEATIES

Nutrition Facts

Serving Size 3/4 cup (30g)
Servings Per Container about 14

Amount Per Serving	Honey Frosted Wheaties	with 1/2 cup skim milk
Calories	110	160
Calories from Fat	0	5
	% Daily Value**	
Total Fat 0g*	0%	1%
Saturated Fat 0g	0%	0%
Cholesterol 0mg	0%	1%
Sodium 200mg	8%	11%
Potassium 35mg	1%	7%
Total Carbohydrate 27g	9%	11%
Sugars 12g		
Other Carbohydrate 15g		
Protein 1g		
Vitamin A	15%	20%
Vitamin C	25%	25%
Calcium	2%	15%
Iron	25%	25%
Vitamin D	0%	10%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B ₆	25%	25%
Folic Acid	25%	25%
Phosphorus	2%	15%
Magnesium	0%	4%
Zinc	25%	30%

Not a significant source of dietary fiber.

*Amount in Cereal. A serving of cereal plus skim milk provides 0.5g fat, less than 5mg cholesterol, 270mg sodium, 240mg potassium, 33g carbohydrate (18g sugars) and 5g protein.

**Percent Daily Values are based on a diet of other people's misdeeds. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

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63830

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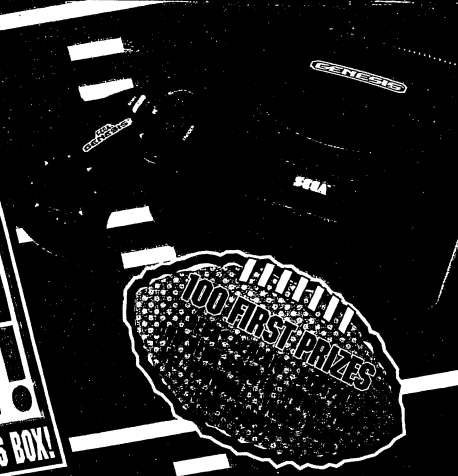
COLLECT BETTY CROCKER CATALOG POINTS
REDEEM FOR CATALOG POINTS
12
STAND FOR CATALOG POINTS
IN BRITAIN
SANDS ON THE OTHER
SIDE OF THE OCEAN
AND THE OTHER SIDE
OF THE OCEAN
REDEEM
COLLECT BETTY CROCKER CATALOG POINTS

WHEATIES
Honey Frosted

BETTER IF USED BY
Good Cereal
Good Value

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FASTER GAME PLAY AND MORE STATS THAN EVER
ALL 30 NFL TEAMS INCLUDING THE JACKSONVILLE JAGUARS AND THE CAROLINA PANTHERS
CREATE YOUR OWN PLAYERS AND RELOCATE TEAMS
NEW RECORD BOOK TRACKS INDIVIDUAL AND TEAM STATS



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To receive your \$5 rebate, complete this official rebate certificate and send along with the original store and product identified dated cash register receipt and original UPC symbol from Sega Sports™ Prime Time NFL Football™ Video Game for Genesis™ (found on the back panel of the game package).
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CITY _____
Mall To: General Mills, Inc. Apt. # _____ State _____ Zip Code _____
P.O. Box 5480, Minneapolis, MN 55460-5480
Offer expires January 31, 1997. Reproduction, sale, lease, or purchase of this certificate or Sega™ Prime Time NFL Football Game for Genesis proofs-of-purchase is prohibited. Void where prohibited, regulated, or prohibited. Offer limited to one rebate per group, organization, or address. Duplicate requests or requests from outside the stated area will not be returned. Allow 4-6 weeks for shipment. Offer good in USA. No territories and military addresses only.

HONEY FROSTED WHEATIES SEGA SPORTS™ SWEEPSTAKES

1 2 3 4 5 6 7 8 9 10 11 12
13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

CARTON MADE FROM 90% RECYCLED PAPERBOARD

MINIMUM 85% POST-CONSUMER CONTENT

Golden Grahams



PRICE



PROVIDES 10 ESSENTIAL VITAMINS & MINERALS
See Side for Nutrition Information

Can't Get Enough of Them

GOLDEN GRAHAMS

Some
wheat

Sugar Bear

SEGA
\$5.00
MAIL-IN REBATE
ON SELECTED
GAME GEAR™
VIDEO GAMES
SEE DETAILS ON BACK



Nutrition Facts

Serving Size 3/4 cup (27g)
Servings Per Container about 19

Amount Per Serving	Cereal with 1/2 cup Cereal & 1/2 cup Skim Milk	
	Cereal	Skim Milk
Calories	110	150
Calories from Fat	0	0
	% Daily Value**	
Total Fat 0g*	0%	0%
Saturated Fat 0g	0%	0%
Cholesterol 0mg	0%	0%
Sodium 40mg	2%	4%
Potassium 35mg	1%	7%
Total Carbohydrate 25g	8%	10%
Dietary Fiber 0g	0%	0%
Sugars 15g		
Other Carbohydrate 10g		
Protein 1g		
Vitamin A	15%	20%
Vitamin C	0%	2%
Calcium	0%	15%
Iron	10%	10%
Vitamin D	10%	25%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B6	25%	25%
Folate	25%	25%
Vitamin B12	25%	35%
Phosphorus	4%	15%
Magnesium	4%	8%
Zinc	10%	15%
Copper	2%	2%

*Amount in Cereal. One half cup skim milk contributes an additional 40 calories, 65mg sodium, 200mg potassium, 6g total carbohydrate (6g sugars), and 4g protein.

**Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Ingredients: Sugar, Wheat, Corn Syrup, Honey, Partially Hydrogenated Soybean Oil, Salt, Caramel Coloring.

Vitamins and Minerals: Nicotinamide, Zinc Oxide (Source of Zinc), Reduced Iron, Vitamin B6, Vitamin A Palmitate, Riboflavin (Vitamin B2), Thiamin Mononitrate (Vitamin B1), Folic Acid, Vitamin B12, Vitamin D.

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BEST WHEN USED
BY THIS DATE



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SWEEPSTAKES
OFFICIAL
RULES
NO PURCHASE NECESSARY



To Enter
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Sweepstakes
See details
on side

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THIS MAIL-IN OFFER MUST ACCOMPANY REQUEST

SEGA
\$5.00
MAIL-IN REBATE
ON SELECTED
GAME GEAR™
VIDEO GAMES

Buy: Any one (1) of the following POST Cereals: Fruity Pebbles, Cocoa Pebbles, Honeycombs, Golden Crisp, or Post Raisin Bran.

Any one (1) of the following SEGA Games: VR TROOPERS™ GAME GEAR™ or GENESIS™ POWER RANGERS™: THE MOVIE GAME GEAR or GENESIS, CHICAGO STRYKAT™ GAME GEAR, SUPER RETURN OF THE JEDI™ GAME GEAR or JUNGLE STRIKE™ GAME GEAR.

Send: One (1) proof-of-purchase (IISAMPLE11) from any POST Cereal listed above.

Your original cash register receipt for any SEGA Game listed above, with the purchase price circled and proof-of-purchase (IISAMPLE11) from the video game.

This completed mail-in form.

Mail To: POST/SEGA \$5.00 Rebate, P.O. Box 490520, El Paso, TX 88549-0520

Rebate: \$5.00 refund check by mail. While game supplies last.

PLEASE SEND TO:

Name _____ (Please Print)

Address _____ Apt. _____

City _____ State _____ ZIP _____

REQUESTS MUST BE RECEIVED BY 1/31/97. ALLOW 6 to 8 WEEKS FOR SHIPMENT. LIMIT ONE PER HOUSEHOLD OR ADDRESS. Duplicate requests will constitute fraud. Theft, diversion, reproduction, transfer, sale or purchase of this offer form, proof-of-purchase or cash register receipts is prohibited and constitutes fraud. Offer good in USA only. No territories and mailing addresses in which this offer form is displayed or advertised. Void where taxed, restricted or prohibited. Proof-of-purchase submitted by clubs or organizations will not be honored or returned. Limit one offer form per envelope. Proof-of-purchase, cash register receipt and mail-in form must be forwarded in an envelope with sufficient first class postage. Resellers of Kraft Foods products are excluded. Kraft Foods reserves the right to verify identification. No name address books accepted. Forwarding information could result in federal prosecution under the U.S. Mail Fraud Statutes (18 United States Code, Sections 1341 and 1342).

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- Sweepstakes open to residents of the U.S., who are 18 years of age or younger as of 1/1/96, except for players and their families of Kraft Foods, Inc., parent, affiliates, subsidiaries, advertising agencies, or Don Jagoda Associates, Inc. This offer is void where prohibited, and subject to all federal, state and local laws and regulations.
- For a list of major prize winners, send a stamped self-addressed envelope to: SEGA WINNERS, P.O. Box 7604, Melville, NY 11775-7604.

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4 Wholesome Grains
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see side panel for nutrition information

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brand Multi-Grain Sweetened Cereal

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SONIC™ COLLECTORS CAPS

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NET WT
11 OZ (311g)



COLLECT ALL 16

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SEE SIDE PANEL FOR OFFICIAL RULES

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Inside every specially-marked box of Cookie-Crisp brand Sweetened Cereal you will find either four Sonic The Hedgehog Collector's Caps or two Collector's Caps and Collector's Card containing an instant win message. Over 500 instant win prizes are available to be won as follows:

1 Grand Prize:
Sega Genesis 32X and Sega CD System including Sonic software: Knuckles Chaotix, Sonic The Hedgehog 3, Sonic & Knuckles, and Sonic CD Software. Retail value: \$634.44. Odds of winning: 1 in 3,500,000.

10 First Prizes:
Sega Game Gear Sonic 2 System. Retail value: \$124.99. Odds of winning: 1 in 350,000.

500 Second Prizes:
Sonic The Hedgehog Baseball Style Hat. Made of cotton twill material; adjusts to any adult size. Retail value: \$6.99. Odds of winning: 1 in 7,000.

Prize redemption information is printed along with every Instant Win Collector's Card. The instant win game ends June 30, 1996. Claims postmarked after that date are void.

NO PURCHASE NECESSARY TO PLAY OR CLAIM A PRIZE. but you must be a U.S. resident, 18 years of age or younger to participate. For a free chance to win, send your name, address and zip code by June 30, 1996 to: Cookie-Crisp Sonic Game, P.O. Box 1002, Sauk Centre, MN 56378-0002. Limit one submission per household, group or organization per week. Mechanically reproduced submissions will not be accepted. Neither Ralston Foods, Inc. nor its promotional agency shall be responsible for late, lost, misdirected, damaged, illegible, incomplete or postage due mail. A series of computer-generated random numbers will be used to determine the winners. The overall odds of winning are 1 in 7,000. Winners will be notified by mail; all other entrants will not be notified.

SECOND CHANCE SWEEPSTAKES: The Grand Prize and all ten First Prizes are guaranteed to be awarded. Any of these prizes not claimed by June 30, 1996 will be awarded in a random drawing to be held on or around July 31, 1996 by RMA, Inc., an independent judging organization. To enter this random drawing, hand print your complete name and address on a 3" x 5" piece of paper and send it by June 30, 1996 to: Cookie-Crisp Sonic Sweepstakes, P.O. Box 1015, Sauk Centre, MN 56378-0015. No mechanically reproduced entries will be accepted. Only one entry per envelope. Odds of winning will depend upon the number of unclaimed Grand and First Prizes and the number of valid entries received.

GENERAL CONDITIONS: Offers open to U.S. residents, 18 years of age or younger, except employees of Ralston Foods, Inc., its affiliates, printing companies, promotion agencies and their families. All federal, state and local laws apply. Void where prohibited. Prize claims are subject to verification and are automatically void if the winning message is photocopied, forged, altered, defaced, mutilated or tampered with in any way, or if it contains printing or other errors or omissions. Liability of sponsor or promotion agency for any such defective instant win message, if any, is limited to replacement of Cookie-Crisp Sonic Collector's Cap/Card with another randomly selected Collector's Cap/Card. Only the number of prizes stated in these Official Rules will be awarded. If through printing or packaging error, more than the designated number of winning messages within any prize level are printed, distributed and released, the designated number of winners for that prize level will be determined in a random drawing from among all eligible and verified prize claims received by 6/30/96. By submitting a prize claim, you accept and agree to be bound by these rules and all decisions of the judges which shall be final. There will be no substitution for prizes as offered except at the discretion of the sponsor. Texas are the sole responsibility of the winners. Major prize winners will be required to sign and return within 14 days of receipt an Affidavit of Eligibility, Publicity and Liability Release, except where prohibited. Failure to comply with this condition will result in forfeiture of prize. For the names of the Grand Prize winners, send a self-addressed, stamped envelope postmarked by June 30, 1996 to: Cookie-Crisp Sonic Winner, P.O. Box 53, Sauk Centre, MN 56378-0053.

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Nutrition Facts

Serving Size 1 cup (29g)
Servings Per Container about 11

Amount Per Serving	Cereal	Cereal with 1/2 cup Skim Milk
Calories	120	160
Calories from Fat	10	15
	% Daily Value**	
Total Fat 1.5g*	2%	3%
Saturated Fat 0g	0%	1%
Polyunsaturated Fat 0g		
Monounsaturated Fat 0.5g		
Cholesterol 0mg	0%	1%
Sodium 110mg	5%	7%
Total Carbohydrate 25g	8%	10%
Dietary Fiber 0g	0%	0%
Sugars 12g		
Other Carbohydrate 12g		
Protein 1g		
Vitamin A	0%	6%
Vitamin C	0%	2%
Calcium	0%	15%
Iron	25%	25%
Vitamin D	25%	40%
Thiamin	25%	25%
Riboflavin	15%	25%
Vitamin B6	25%	25%
Folate	25%	25%
Vitamin B12	25%	30%
Pantothenic Acid	20%	20%
Zinc	15%	15%

*Amount in cereal. One half cup skim milk contributes an additional 40 calories, less than 5mg cholesterol, 65mg sodium, 6g total carbohydrate (6g sugars), and 4g protein.

**Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: CORN, RICE, WHEAT AND OAT FLOUR, SUGAR, PARTIALLY HYDROGENATED VEGETABLE OIL, CONTAINS ONE OR MORE OF THE FOLLOWING OILS: COTTONSEED, SOYBEAN, CANOLA; SALT; COCOA; ARTIFICIAL FLAVOR; CORN SYRUP; COLOR ADDED (FDC #2 BLUE #1, FDC #2 RED #40, FDC #2 YELLOW #6 AND FDC #2 YELLOW #5); BHT (A PRESERVATIVE).

VITAMINS AND MINERALS: REDUCED IRON; CALCIUM PANTOTHENATE; ZINC OXIDE; THIAMIN MONONITRATE (VITAMIN B1); PYRIDOXINE HYDROCHLORIDE (VITAMIN B6); RIBOFLAVIN (VITAMIN B2); FOLIC ACID; VITAMIN B12 AND VITAMIN D.



MADE BY
RALSTON FOODS, INC.
P.O. BOX 618
ST. LOUIS, MISSOURI 63188-0618 U.S.A.

WE VALUE YOUR QUESTIONS AND COMMENTS. Please send them along with your daytime phone number and the complete "Best If Used By" information printed on the top of this carton to our Consumer Information Services.

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COOKIE-CRISP

THE ORIGINAL MULTIGRAIN SWEETENED CEREAL

GOES SUPER-SONIC



YOU MIGHT WIN

- Grand Prize:** Sega Genesis, Sega 32X and Sega CD System including Sonic software: Knuckles Chaotix, Sonic The Hedgehog 3, Sonic & Knuckles, and Sonic CD Software.
- First Prize:** Sega Game Gear Sonic 2 System.
- Second Prize:** Sonic The Hedgehog Baseball Hat.

*See side panel for details.

COLLECT ALL 16 SONIC COLLECTORS CAPS!

There are 4 FREE Sonic The Hedgehog Collectors Caps in each box of Cookie-Crisp and 16 Caps in all. With your favorite Sega and Cookie-Crisp characters on these Caps, you'll want every one!



Multi-Grain Sweetened Cereal
11 OZ. COOKIE CRISP
9166918982
PROOF-OF-PURCHASE

YOU MAY INSTANTLY WIN SEGA GAME SYSTEMS

LIFT THIS TAB
RELEVER LA LANGUETTE

Win
Gagnez SEGA

SUGAR-CRISP

SEGA

Post

SOURCE OF 9 ESSENTIAL NUTRIENTS
SOURCE DE 9 ÉLÉMENTS NUTRITIFS ESSENTIELS

400g

SEGA

SUGAR-CRISP

CEREAL/CÉRÉALES
GOLDEN PUFFS OF WHEAT WITH
BROWN SUGAR AND HONEY
CÉRÉALES SOUFFLÉES, FAJTES
DE BLÉ ET REHAUSSEES
DE CASSONADE
ET DE MIEL

GAME GEAR



COR 38

Win
Gagnez
SEGA PRIZES

SEGA
REAL QUALITY

FREE GRANTY
INSIDE
A L'INTERIEUR
Carte-conseils
SEGA
Game Tip Card

Post
SUGAR-CRISP

Win
Gagnez SEGA

THIS PACKAGE IS SOLD BY WEIGHT...
CE PRODUIT EST VENDU AU POIDS...
AU VOLUME. LE CONTENU DE CETTE...
A PU SE TASSER AUCUN COUPS DE L'EXP...
ET DE LA MANUTENTION.

LOOK INSIDE FOR YOUR CHANCE TO WIN!
Regardez à l'intérieur de ce paquet pour trouver votre chance de gagner un prix SEGA.

INSTANT WIN PRIZES:

Description	Number Available	Approx. Value
First Place Prize: Consisting of a SEGA Game Gear system and 1 Game Gear "9000" game	500	\$181
Second Place Prize: Consisting of a SEGA Genesis system, a Genesis 32X system and 1 Genesis 32X video game	25	\$438
Third Place Prize: Consisting of a SEGA Genesis system and 1 Genesis video game	50	\$181
Fourth Place Prize: Consisting of a SEGA Game Gear video game	200	\$23
Fifth Place Prize: Consisting of an official POST-SEGA POC™ Porter (100 press sheets)	1000	\$2.32
Sixth Place Prize: Consisting of SEGA "Video" Magazine	25,000	\$1

HOW TO CLAIM AN INSTANT WIN PRIZE:
For complete details for all instant win prizes see shown on each coupon. All claims for instant win prizes must be received by the CLOSING DATE, February 28, 1996.

SWEEPSTAKES PRIZES:
Four (4) prizes are available to be won in the sweepstakes portion. There will be one prize available to be won in each of the following provinces (N.B., N.S., N.B., and P.E.I.): Quebec, Ontario, a Western province (Man., Sask., Alta., and B.C.). Each prize consists of a winner and companion to San Francisco, California, winners of a trip to the headquarters of SEGA of America as the "President" and a trip to the headquarters of SEGA of America as the "Vice-President". Approximate total value of each prize is \$1,200.

HOW TO ENTER THE POST "President of SEGA for a Day" SWEEPSTAKES NECESSARY. Simply print your NAME, AGE, ADDRESS, TELEPHONE NUMBER on a plain piece of paper and mail, along with a UPC symbol for tracking, to: POST "President of SEGA for a Day" Sweepstakes, P.O. Box 1000, Weston, Ontario, M9A 2Z2. Enter as often as you wish. Entry must be mailed in a separate envelope bearing correct postage for return to our Post Office, P.O. Box 1000, Weston, Ontario, M9A 2Z2. The sweepstakes draw will take place in Weston, Ontario on March 1st, 1996. The selected entrant first must answer correctly a ten-minute multiple choice test. The odds of winning depend on the number of entries received from the region where you live.

POST CANADA INC. reserves the right to cancel or suspend this contest at any time without notice. Quebec residents may not be eligible to enter this contest in the High Five contest. See court case.

THESE NE SONT PAS LES OFFICIELLES RÈGLES ET RÈGLEMENTS GOUVERNANT CE CONCOURS. Pour plus de détails, consultez le règlement officiel et les conditions de participation. Les gagnants doivent répondre à un test à choix multiples de dix minutes. Les chances de gagner dépendent du nombre d'entrées reçues de la région où vous habitez.

POST CANADA INC. se réserve le droit de suspendre ou d'annuler ce concours à tout moment sans préavis. Les résidents du Québec peuvent ne pas être éligibles à participer à ce concours. Voir la cour pour plus de détails.

CHANCE DE GAGNER À L'INTERIEUR!
Des coupons de prix instantané sont inclus à l'intérieur de ce paquet de céréales SUGAR-CRISP ALPHA-BITS et ALPHA-BITS GUMMAVES POST portant numéros spéciaux.

PRIX INSTANTANÉS:
Au total de 500000, il y aura plus de 28 775 prix instantanés à gagner comme suit:

Description	Quantité	Valeur marchande (Cdn. approx.)
Premier prix: Consistant en un système SEGA Game Gear et une cartouche Game Gear	500	183 \$
Deuxième prix: Consistant en un système SEGA Genesis, un système Genesis 32X et une cartouche Genesis 32X	25	438 \$
Troisième prix: Consistant en un système SEGA Genesis et une cartouche Genesis	50	181 \$
Quatrième prix: Consistant en une cartouche SEGA Game Gear	200	23 \$
Cinquième prix: Consistant en une affiche officielle POST-SEGA POC™ (1000 press sheets)	1000	2.32 \$
Sixième prix: Consistant en un magazine VISIONS SEGA	25 000	1 \$

COMMENT RÉCLAMER UN PRIX INSTANTANÉ:
Les directives de participation des prix instantanés sont affichées sur le coupon de prix instantané. Les coupons de prix instantanés doivent être envoyés le 28 février 1996, DATE LIMITE DU CONCOURS.

PRIX DU SWEEPSTAKE:
Quatre (4) prix sont offerts dans le cadre du concours de chance. Il y aura un (1) prix dans chacune des provinces suivantes: provinces de l'Atlantique (N.-É., N.-N., N.-B., et P.-É.), Québec, Ontario et les provinces de l'Ouest (Man., Sask., Alta. et B.C.). Chaque prix comprendra un gagnant et un accompagnant et sera offert à San Francisco, Californie, gagnants d'un voyage à la tête de la SEGA of America et d'un voyage à la tête de la SEGA of America en tant que "Président" et d'un voyage à la tête de la SEGA of America en tant que "Vice-président". La valeur approximative de chaque prix est de 1200 \$.

COMMENT PARTICIPER AU SWEEPSTAKE Officiel de SEGA pour les jours: ALPHABIT REBORN: Gagnez un jeu, une adresse, une carte de téléphone sur une feuille de papier et postez-la avec un symbole CL POST (ou l'équivalent approprié manuellement) à: POST "Président de SEGA for a Day" Sweepstakes, P.O. Box 1000, Weston, Ontario, M9A 2Z2. Entrez aussi souvent que vous le désirez, représentant chaque année doit être renvoyé sous enveloppe séparée et correctement affranchie. Les entrées doivent être envoyées le 28 février 1996, DATE LIMITE DU CONCOURS. Les gagnants doivent répondre à un test à choix multiples de dix minutes.

Le tirage au sort aura lieu le 1er mars 1996, à Weston (Ontario). Pour plus de détails, consultez le règlement officiel et les conditions de participation. Les gagnants doivent répondre à un test à choix multiples de dix minutes. Les chances de gagner dépendent du nombre d'entrées reçues de la région où vous habitez. POST CANADA INC. se réserve le droit de suspendre ou d'annuler ce concours à tout moment sans préavis. Les résidents du Québec peuvent ne pas être éligibles à participer à ce concours. Voir la cour pour plus de détails.

LES PRÉSENTES NE REPRÉSENTENT PAS LES RÈGLEMENTS OFFICIELS CONCERNANT CE CONCOURS. Pour plus de détails, consultez le règlement officiel et les conditions de participation. Les gagnants doivent répondre à un test à choix multiples de dix minutes. Les chances de gagner dépendent du nombre d'entrées reçues de la région où vous habitez.



18-090-02-548



This carton made with 100% recycled fibres
Fabriqué à 100 % avec des fibres recyclées

1 2 3 4 5 6 7 8 9

400g

WIN GAGNER

\$200,000 200,000 \$

SEGA SEGA

1 of 500 SEGA GAME GEAR™!
 1 of 25 SEGA GENESIS™ and SEGA GENESIS 32X™!
 1 of 50 SEGA GENESIS™!
 1 of 200 SEGA GAME GEAR™ VIDEO GAMES!
 1 of 1,000 POG™ POSTERS!
 1 of 25,000 SEGA VISIONS MAGAZINES!

1 de 500 jeux SEGA GAME GEAR™!
 1 de 25 SEGA GENESIS™ et SEGA GENESIS 32X™!
 1 de 50 SEGA GENESIS™!
 1 de 200 cartouches SEGA GAME GEAR™!
 1 de 1000 affiches POG™!
 1 de 25 000 magazines SEGA VISIONS!

PLUS

Post PRESIDENT of SEGA FOR A DAY Sweepstakes

Sweepstake Post PRÉSIDENT de SEGA POUR UN JOUR

LOOK! FREE INSIDE! COLLECT ALL 18!

GAME TIP CARD
Inside SUGAR-CRISP

CARTE-CONSEIL
Dans SUGAR-CRISP

COOL SEGA STICKER
Inside ALPHA-BITS and MARSHMALLOW ALPHA-BITS

SUPER AUTOCOLLANT SEGA
Dans ALPHA-BITS et ALPHA-BITS AUX GUIMAUVES

OFFICIAL POG™ MILKCAP
Inside HONEYCOMB

POG™ OFFICIEL
Dans HONEYCOMB

POUR VOUS! GRATUIT À L'INTÉRIEUR! COLLECTIONNEZ LES 18!



- MADE WITH OATS AND CORN
- LOW IN FAT
- FAITES AVEC DE L'AVOINE ET DU MAÏS
- FAIBLES EN GRAS

PER SERVING 30g (2.25 fl. oz.)
PORTION DE 30g (2.25 fl. oz.)

ENERGY	190	180	Calories	190	180
PROTEIN	5.00	2.70	PROTEINES	5.00	2.70
FAT	28.0	3.3	MATIÈRES GRASSES	28.0	3.3
POLYUNSATURATES	0.4	0.6	POLYINSATURÉS	0.4	0.6
MONOSATURATES	0.3	1.0	INSATURÉS	0.3	1.0
SATURATES	0.2	1.7	SATURÉS	0.2	1.7
CHOLESTEROL	0.0	10.0	CHOLESTÉROL	0.0	10.0
CARBOHYDRATE	22	32	GLUCIDES	22	32
SUGARS	15	21	SUCRES	15	21
STARCH	10	10	AMIDON	10	10
DIETARY FIBRE	0.8	0.8	FIBRES ALIMENTAIRES	0.8	0.8
SODIUM	92	156	SODIUM	92	156
POTASSIUM	45	244	POTASSIUM	45	244

PERCENTAGE OF DAILY INTAKE*

VITAMIN A	0%	7%	VITAMINE A	0%	7%
VITAMIN B1	0%	25%	VITAMINE B1	0%	25%
THIAMINE	4%	50%	THIAMINE	4%	50%
RIBOFLAVIN	0%	13%	RIBOFLAVINE	0%	13%
NIACIN	3%	12%	NIACINE	3%	12%
VITAMIN B6	10%	12%	VITAMINE B6	10%	12%
FOLIC ACID	3%	11%	ACIDE FOLIQUE	3%	11%
VITAMIN B12	0%	24%	VITAMINE B12	0%	24%
PANTOTHENIC ACID	7%	13%	ACIDE PANTOTHÉNIQUE	7%	13%
CALCIUM	1%	15%	CALCIUM	1%	15%
PHOSPHORUS	6%	17%	PHOSPHORE	6%	17%
MAGNESIUM	2%	14%	MAGNÉSIE	2%	14%
IRON	2%	29%	FER	2%	29%
ZINC	0%	6%	ZINC	0%	6%

*PERCENTAGE OF DAILY INTAKE VALUE: *Valeur des chiffres par rapport à la recommandation de l'Association canadienne du diabète: *Association canadienne du diabète: 20 x 225 mL = 4.5 L

INGREDIENTS: OAT FLOUR, SUGAR, MARSHMALLOWS (SUGAR, CORN SYRUP, MODIFIED CORN STARCH, DEXTROSE, WATER, GELATIN, ARTIFICIAL AND NATURAL FLAVOUR, SODIUM HEXAMETAPHOSPHATE, COLOUR), CORN FLOUR, HONEY, SALT, COLOUR (CONTAINS TAURINE).

VITAMINS AND MINERALS: THIAMINE MONONITRATE (B1), NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE (B6), FOLIC ACID, CALCIUM PANTOTHENATE, IRON, BIT ADD TO PACKAGE MATERIAL TO HELP MAINTAIN FRESHNESS. (D0110)

INGRÉDIENTS: FARINE D'AVOINE, SUCRE, GUIMAUVES (SUCRE, SIROP DE MAÏS, AMIDON DE MAÏS MODIFIÉ, GLUCOSE, EAU, GÉLATINE, AROMES ARTIFICIEL ET NATUREL, HEXAMÉTAPHOSPHATE DE SODIUM, COLORANT), FARINE DE MAÏS, MIEL, SEL, COLORANT (CONTIENT DE LA TAURINE).

VITAMINES ET MINÉRAUX: MONONITRATE DE THIAMINE (B1), NIACINAMIDE, CHLORURE DE PYRIDOXINE (B6), ACIDE FOLIQUE, CALCIUM PANTOTHÉNIQUE, FER, BIT AJOUTÉ À L'EMBALLAGE POUR PROLONGER LA FRAÎCHEUR.

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BEST WHEN USED
BY THIS DATE

Post
**Family
PEBBLES**

SEGA
SWEEPSTAKES
**OFFICIAL
RULES**
NO PURCHASE NECESSARY

1. To enter, hand print your name, address, zip code, and the words "POST and SEGA Sweepstakes" on a 3"x5" piece of paper and mail it in an envelope to: POST and SEGA Sweepstakes, P.O. Box 7456, Melville, NY 11775-7456. Enter as often as you wish, but each entry must be mailed separately and be received by January 31, 1997, when the sweepstakes ends. Mechanically reproduced entries will not be accepted.

2. Grand Prize (5): SEGA GAME GEAR, SEGA GENESIS, SEGA 32X, SEGA CD with SEWER SHARK; each of the above hardware systems comes with four (4) pieces of compatible SEGA software. The SEGA CD comes packed with SEWER SHARK so winners will receive (3) additional pieces of software with this prize (est. retail value \$1,470); First Prize (100): SEGA GAME GEAR with VR TROOPERS compatible with GAME GEAR (est. retail value \$145); Second Prize (300): VR TROOPERS compatible with GAME GEAR (est. retail value \$45). The total estimated retail value of the prizes is \$35,350. Winners will be selected in a random drawing on or about 2/17/97 from among all eligible entries received. Drawing will be conducted by National Judging Institute, Inc., an independent judging organization whose decisions are final on all matters relating to this sweepstakes. Odds of winning are dependent on the number of eligible entries received. All prizes will be awarded to an individual or household. In the event the Grand Prize is won by a minor, it will be awarded in the name of a parent or legal guardian. Prizes are nontransferable and no substitutions are allowed except by the sponsor who reserves the right to award a prize of equal or greater value. Sponsor and its agencies assume no responsibility or liability for damages, losses or injury resulting from acceptance or use of any prize. All federal, state and local taxes, if any, are the sole responsibility of the individual winners. Potential winners may be required to verify address or execute an affidavit of eligibility and release within 14 days of notification attempt or the prize will be forfeited and an alternate winner selected. Entry constitutes permission to use winners' names and/or likenesses for advertising/trade purposes without further compensation except where prohibited by law. No responsibility is assumed for lost, misdirected, illegible or late entries or mail.

3. Sweepstakes open to residents of the U.S., who are 18 years of age or younger as of 1/1/96, except employees and their families of Kraft Foods, Inc., its parent, affiliates, subsidiaries, advertising agencies, and Don Jugeda Associates, Inc. This offer is void wherever prohibited, and subject to all federal, state and local laws and regulations.

4. For a list of major prize winners, send a stamped, self-addressed envelope to: SEGA WINNERS, P.O. Box 7604, Melville, NY 11775-7604.

Post

PROVIDES 10 ESSENTIAL VITAMINS & MINERALS
See Side for Nutrition Information

Family PEBBLES

Sweetened Rice Cereal
Natural Fruit Flavors
with other Natural Flavors





Nutrition Facts

Serving Size 3/4 cup (27g)
Servings Per Container about 18

Amount Per Serving	Cereal	Cereal with 1/2 cup Skim Milk
Calories	110	150
Calories from Fat	10	10

	% Daily Value**	
Total Fat 1g*	2%	2%
Saturated Fat 0.5g	3%	3%
Cholesterol 0mg	0%	0%
Sodium 150mg	6%	9%
Potassium 20mg	1%	6%
Total Carbohydrate 24g	8%	10%
Dietary Fiber 0g	0%	0%
Sugars 12g		
Other Carbohydrate 12g		

Protein 1g		
Vitamin A	15%	20%
Vitamin C	0%	2%
Calcium	0%	15%
Iron	10%	10%
Vitamin D	10%	25%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B6	25%	25%
Folate	25%	25%
Vitamin B12	25%	35%
Zinc	10%	15%
Copper	2%	2%

*Amount in Cereal. One half cup skim milk contributes an additional 40 calories, 65mg sodium, 200mg potassium, 6g total carbohydrate (6g sugars), and 4g protein.

**Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	2,000	2,500
Calories		
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carb	300g	375g
Dietary Fiber	25g	30g

Ingredients: Rice, Sugar, Partially Hydrogenated Sunflower Oil, Corn Syrup, Salt, Natural Flavors (with BHA added to preserve freshness), Red 40, Yellow 6, Blue 1, Turmeric (for color), Artificial Vanilla Flavor, Blue 2.

Vitamins and Minerals: Niacinamide, Reduced Iron, Zinc Oxide (Source of Zinc), Vitamin B6, Vitamin A Palmitate, Riboflavin (Vitamin B2), Thiamin Mononitrate (Vitamin B1), Folic Acid, Vitamin B12, Vitamin D.

**KRAFT FOODS, INC., BOX FP-17
WHITE PLAINS, NY 10625, USA**



Commitment to Quality

At POST® our commitment to quality is your guarantee of satisfaction. All of our cereals are made to be wholesome and delicious. If for any reason you are not satisfied with the quality, please let us know. Send dated box top to above address or call Toll Free.

1-800-431-POST (7678)
8:00 a.m. - 6:00 p.m. (EST) Weekdays
9:00 a.m. - 2:00 p.m. (EST) Saturday



TO ENTER POST SEGA SWEEPSTAKES SEE DETAILS ON SIDE



MAIL-IN OFFER FORM/NOT PAYABLE AT RETAIL STORE THIS MAIL-IN OFFER MUST ACCOMPANY REQUEST

- * Any one (1) of the following POST Cereals: Fruity PEBBLES, Cocoa PEBBLES, HONEYCOMB, GOLDEN CRISP, or POST Raisin Bran.
- * Any one (1) of the following SEGA Games: VR TROOPERS™ GAME GEAR™ or GENESIS™ POWER RANGERS™: THE MOVIE GAME GEAR or GENESIS, CHICAGO SYNDICATE™ GAME GEAR, SUPER RETURN OF THE JEDI™ GAME GEAR or JUNGLE STRIKE™ GAME GEAR.
- * One (1) proof-of-purchase (IHSAMPLE11) from any POST Cereal listed above.
- * Your original cash register receipt for any SEGA Game listed above, with the purchase price circled and proof-of-purchase (IHSAMPLE11) from the video game.

This completed mail-in form.
Mail To: POST/SEGA \$5.00 Rebate, P.O. Box 490520, El Paso, TX 88549-0520
Deadline: \$5.00 refund check by mail. While game supplies last.

PLEASE SEND TO:
Name _____ (Please Print)
Address _____
City _____ State _____ Zip _____
(Requests from P.O. Box addresses will not be honored or returned.)

REQUESTS MUST BE RECEIVED BY 1/31/97. ALLOW 4 to 8 WEEKS FOR SHIPMENT. LIMIT ONE PER HOUSEHOLD OR ADDRESS. Duplicate requests will constitute fraud. Theft, diversion, reproduction, transfer, sale or purchase of this offer form, proof-of-purchase or cash register receipts is prohibited and constitutes fraud. Offer good in USA only. Its terms and entire address in which this offer form is displayed or advertised. Void where taxed, restricted or prohibited. Proof-of-purchase submitted by clubs or organizations will not be honored or returned. Limit one offer form per envelope. Proof-of-purchase, cash register receipt and mail-in form must be forwarded in an envelope with sufficient first class postage. Retailers of Kraft Foods products are excluded. Kraft Foods reserves the right to verify identification. No other address labels accepted. Fraudulent submissions could result in federal prosecution under the U.S. Mail Fraud Statutes (18 United States Code, Sections 1341 and 1342).

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CARTON MADE FROM 90% RECYCLED PAPERBOARD



MINIMUM 35% POST-CONSUMER CONTENT

COCOA PEBBLES

CEREAL

BRAND

PROVIDES 10 ESSENTIAL VITAMINS & MINERALS
See Side for Nutrition Information



COCOA PEBBLES

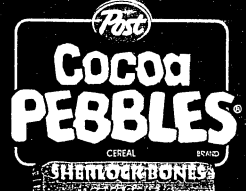
Wholesome, Sweetened Rice Cereal with Real Cocoa



SEGA \$5.00 MAIL-IN REBATE ON SELECTED GAME GEAR VIDEO GAMES



NET WT 13 OZ (368 g)



Nutrition Facts

Serving Size 3/4 cup (29g)
Servings Per Container about 13

Amount Per Serving	Cereal with Milk	Skim Milk
Calories	120	160
Calories from Fat	10	10
	% Daily Value**	
Total Fat 1g*	2%	2%
Saturated Fat 1g	5%	5%
Cholesterol 0mg	0%	0%
Sodium 160mg	7%	9%
Potassium 40mg	1%	7%
Total Carbohydrate 25g	8%	10%
Dietary Fiber less than 1g	2%	2%
Sugars 13g		
Other Carbohydrate 12g		

Protein 1g		
Vitamin A	15%	20%
Vitamin C	0%	2%
Calcium	0%	1%
Iron	10%	10%
Vitamin D	10%	25%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B6	25%	25%
Folate	25%	25%
Vitamin B12	25%	35%
Phosphorus	2%	10%
Magnesium	2%	6%
Zinc	1%	15%
Copper	2%	2%

*Amount in Cereal. One half cup skim milk contributes an additional 40 calories, 65mg sodium, 200mg potassium, 1g total carbohydrate (1g sugar), and 4g protein.
**Percent Daily Values are based on a diet of 2,000 calories.

	Calories: 2,000	2,500
Total Fat	Less than 50g	50g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carb	300g	375g
Dietary Fiber	25g	30g

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Merchandising

Saturn Interactive Overview

<i>Account</i>	<i>TOTAL # STORES</i>	<i>SATURN INTERACTIVES</i>	<i>SONY INTERACTIVES</i>	<i>ADDITIONAL SATURNS NEEDED</i>
Best Buy	259	150	259	109
Blockbuster	2,200	NA	0	0
Caldor	154	NA	NO SONY	0
Circuit City	400	350	100	0
Electronic Boutique	450	NA	0	0
Good Guys	62	10	62	52
Hills	156	0	40	150
J. C. Penney	0	NA	0	0
K-Mart	2,300	0	0	700
Kay Bee	1,060	0	700	0
Kay Bee Toy Works	72	0	72	0
Media Play	90	25	25	65
Meijer	100	0	100	100
Military	300	0	200	300
Montgomery Ward Electric Ave.	355	0	50	230
Neostar	800	NA	0	0
Nobody Beats the Wiz	60	60	60	0
Sears	600	50	550	500
Service Merchandise	400	0	45	400
Target	675-750	150	675	750
Toys R Us	650	650	650	0
Wal-Mart	2,100	0	2,100	2,100
New and refurbished in Marketplace		1,295	5,429	
Incremental units needed to be in parity with Sony				5,456
Less units in inventory				1,000
Incremental needed				4,456

FY97 MERCHANDISING BUDGET

	Col. 1	Col. 2	Col. 3	
	800K Unit Saturn Business Plan	Plan assumes interactive parity with Sony	Plan assumes full merchandising parity with Sony	
Merchandising - Saturn				
Saturn Interactives	3,500,000	9,000,000	9,000,000	Col. 1 = 1750 units, Col. 2&3 4500 units
Fixture Updates/New Stores	1,450,000	1,450,000	1,450,000	
Freight/Whse Chgs/RTC Management Fees	960,000	1,460,000	1,460,000	
Vidpro	205,000	205,000	215,000	
Generic POP/Signage	275,000	275,000	850,000	Col. 3 includes incremental in-store signage
Fulfillment/Retail POP Support	260,000	260,000	475,000	Col. 3 includes incremental POP support
Field Merchandising	3,350,000	3,350,000	4,550,000	Col. 3 includes \$1.2M demo program
Sub-Total:	10,000,000	16,000,000	18,000,000	
Merchandising - Other Platforms				
Interactives (Pico - 1500 units)	900,000	900,000	900,000	
Fixture Updates/New Stores	1,300,000	1,300,000	1,300,000	
Freight/Whse Chgs/RTC Management Fees	580,000	580,000	580,000	
Vidpro	95,000	95,000	95,000	
Generic POP/Signage	250,000	250,000	250,000	
Fulfillment/Retail POP Support	175,000	175,000	175,000	
Field Merchandising	1,700,000	1,700,000	1,700,000	
Sub-Total:	5,000,000	5,000,000	5,000,000	
 Grand Total:	 15,000,000	 21,000,000	 23,000,000	

Assumptions to Budget Planning:

Budget totals are net of Wal*Mart \$2.0M year 2 payments

Budget totals are net of \$2.0M FY96 interactive capitalization

Budgets do not include Sega personnel required for Dedicated Field Program

Inventory Carryover from FY96 and year-end FY97 projected = net impact at 3/31/97 of \$0

SOFTWARE LINEUP

SATURN SOFTWARE CALENDAR

Category	APR	MAY	JUN	JULY	AUG	SEPT	1ST H TOTAL
SHOOTING	PANZER DRAGOON II ZWEI		GunGriffon				2
ACTION/ ADVENTURE					NIGHTS	mr. Bones	2
FIGHTING				Golden Axe			1
DRIVING		Wipeout	Destruction Derby				2
RPG/ ADVENTURE		Guardian Heroes		Legend of Oasis		Heart of Darkness	3
SIMULATION/ STRATEGY							0
SPORTS			NBA Action				1
PUZZLE			Baku Baku				1
OTHERS							0
TOTAL	1	2	4	2	1 -	3	12

RESERVE				Microprose Football	Dark Savior		2
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SATURN SOFTWARE CALENDAR

Category	OCT	NOV	DEC	JAN	FEB	MAR	2ND H TOTAL	FY97 TOTAL
SHOOTING			VIRTUA COP 2	Alien Hive			2	2
ACTION/ ADVENTURE		SONIC BUG Tool					2	2
FIGHTING	FIGHTING VIPERS		VIRTUAL ON				2	2
DRIVING							0	0
RPG/ ADVENTURE						Riglord Saga 2	1	1
SIMULATION/ STRATEGY							0	0
SPORTS	NFL 97 Worldwide Soccer II WORLD SERIES BASEBALL II		Manx TT		Daytona Remix		5	3
PUZZLE							0	0
OTHERS							0	0
TOTAL	4	2	3				12	10
RESERVE	VF2 Remix						1	3

FY97 Psygnosis titles under consideration:

- Krazy Ivan
- Assault Rigs
- A. Soccer (as sub for SOJ JLeague)

- Tenka
- Discworld
- 3D Lemmings

FY97 CRITICAL SOFTWARE ISSUES
SEGA SATURN

<u>TITLE / TOPIC</u>	<u>QUOTA</u>	<u>ISSUES</u>	<u>ACTION REQUIRED</u>
Psygnosis Titles Destruction Derby Wipeout	85 85	<ul style="list-style-type: none"> graphics inferior to PSX versions must resolve total Psygnosis title count 	<ul style="list-style-type: none"> move away from "straight PSX port" process <ul style="list-style-type: none"> - tune to exploit Saturn strengths review titles, understand timing, select titles
Heart of Darkness	75	<ul style="list-style-type: none"> received minimal game information title will receive minimal E3 support 	<ul style="list-style-type: none"> obtain MORE INFO., develop sales materials determine launch timing must have playable @ E3
Nights	275	<ul style="list-style-type: none"> game name not final (?) game targets very young audience Very tight 3D controller timetable 	<ul style="list-style-type: none"> Need to confirm final name ASAP Game modifications needed for US market Need "looks-like", FOB, delivery timing ASAP
Fighting Vipers	175	<ul style="list-style-type: none"> MUST ship ON TIME (Early Oct. ship) E3 material availability a concern 	<ul style="list-style-type: none"> manage timeline aggressively or reduce quota
Sonic	350	<ul style="list-style-type: none"> MUST ship ON TIME - Nov. 8 street date must finalize title name 	<ul style="list-style-type: none"> manage timeline aggressively or reduce quota complete legal searches
Virtua Cop 2	150	<ul style="list-style-type: none"> must ship in November E3 material availability a concern 	<ul style="list-style-type: none"> accelerate timeline or reduce quota
Virtual On	125	<ul style="list-style-type: none"> must ship in November E3 material availability a concern 	<ul style="list-style-type: none"> accelerate timeline or reduce quota

FY97 CRITICAL SOFTWARE ISSUES
SEGA SATURN

<u>TITLE / TOPIC</u>	<u>QUOTA</u>	<u>ISSUES</u>	<u>ACTION REQUIRED</u>
Internet Connector		<ul style="list-style-type: none">• Minimal info available	<ul style="list-style-type: none">• obtain key vital information immediately:<ul style="list-style-type: none">- Final spec's- "looks-like" model- software compatibility- timing / availability- cost
S/W Internet Connectivity		<ul style="list-style-type: none">• need internet-compatible gameplay in FY97<ul style="list-style-type: none">- 1P candidates: Gun Griffon, Baku Baku- 3P candidates: Descent, Command & Conquer, Duke Newcomb 3D	<ul style="list-style-type: none">• technical spec.s must be communicated to 1P and 3P developers ASAP• evaluate feasibility and timing impacts per title

FY'97 KEY ISSUES

Sega Saturn

Psygnosis Titles

Wipeout, Destruction Derby, etc.

Issues

- Two titles officially selected, need playables / info. / code release timing on remaining six titles to make final selections.
- Concern regarding game quality vis-a-vis PSX counterparts.
- Saturn versions are straight ports, not enhanced versions.

Needed Action

- SOJ to secure playables / code release timing on remaining title list.
- SOA to confirm title line-up.
- SOJ / STI to work with Psygnosis to improve game quality and incorporate enhancements vs. PSX.

FY'97 KEY ISSUES, cont.
Sega Saturn

Nights / 3D Controller

Issues

- Game is targeted to much younger audience than current/ FY97 Saturn owners.
- Timetable for concurrent launch of 3D controller is very tight.

Needed Action

- SOA / STI to recommend U.S.-specific game changes to broaden target audience.
- SOJ to deliver "looks-like" controller, and inform SOA of F.O.B./ availability timing ASAP.

FY'97 KEY ISSUES, cont.
Sega Saturn

Internet Peripheral/Software Connectivity

Issues

- Internet peripheral specifications, FOB and availability are not yet finalized.
- SOA has not received working prototype of peripheral or “looks-like” model to date.
- No software is specially designed for internet compatibility in FY97.
 - 1P candidates: Gun Griffon, Baku Baku
 - 3P candidates: Descent (Interplay), Command & Conquer (Westwood), Duke Newcomb 3D (GTI Interactive)

Needed Action

- SOJ to confirm spec.s, FOB and availability dates ASAP.
- SOJ to send SOA “looks-like” model ASAP to start package design.
- SOJ to send SOA working prototypes for E3.
- SOJ/STI to explore incorporating internet gameplay in above games.

- **FY'97 KEY ISSUES, cont.**
Sega Saturn

Sonic 3D

Issues

- Game cannot slip from current timetable to make Nov. 8 street date.
- Consumers have strong anticipation for this game, and expect it to be A++ quality.

Needed Action

- STI to ensure game meets deadlines without compromising quality.

**FY'97 KEY ISSUES, cont.
Sega Saturn**

Fighting Vipers / Virtual On / Virtua Cop 2

Issues

- Timing
 - need playables by E3
 - Fighting Vipers anticipated ship date of late October is too late (too close to Sonic ship.)
 - V. On / V.Cop 2 ship dates of 12/15 are too late (miss holiday period.)

Needed Action

- SOJ must expedite development process to meet early Oct. ship date for Fighting Vipers.
- SOJ must expedite development process to meet mid. Nov. ship date for V.On and V.Cop 2.

FY98

SATURN SOFTWARE STRATEGIES

- Introduce the most popular and technically advanced Sega arcade games to Saturn. (Target: 4-6 titles)
- Establish a commanding line-up of Sega Sports titles delivered in the season's "sweet spot". Include all major sports genres, and fill consumer's library needs with secondary genres. (Target: at least 8 titles)
- Launch at least one "hardware driver" action/adventure title per quarter, with 2-3 in the key holiday Q3 period. (Target: 1-2 licensed titles; 4-5 Sega titles)
- Utilize polygons instead of sprites, to deliver 3-D environments for virtually all titles, (unless technically inappropriate).
- Develop at least 1-2 "breakthrough" games that leverage Saturn technology which Playstation can not duplicate.
- Target the primary audience as 12 years old and up, but develop at least 6-8 games that would be enjoyed by younger kids as well.
- Develop at least 6-8 games that have internet compatibility.

PRELIMINARY SATURN SOFTWARE CALENDAR

Category	APR	MAY	JUN	JULY	AUG	SEPT	TOTAL
SHOOTING		UFO (STI)					1
ACTION/ ADVENTURE	SCUD		JURASSIC PARK (STI)			VectorMan	3
FIGHTING					Eternal Champions		1
DRIVING				ARCADE RACING 1			1
RPG/ ADVENTURE		VF RPG					1
SIMULATION/ STRATEGY						Sim/Strat TBD	1
SPORTS	BASEBALL Soccer (SOJ)	Golf (SOJ)				NFL '98	4
PUZZLE	Puzzle 1						1
OTHERS						TBD (Like 'D')	1
TOTAL	4	3	2	1	2	2	14
RESERVE		Roach Racing			NCAA Football		2

PRELIMINARY SATURN SOFTWARE CALENDAR

Category	OCT	NOV	DEC	JAN	FEB	MAR	2nd Half TOTAL	FY98 TOTAL
SHOOTING		Virtua Cop 3					1	2
ACTION/ ADVENTURE	LICENSED TITLE TBD	SONIC (STI)					2	5
FIGHTING	VIRTUA FIGHTER 3				VIRTUAL ON 2		2	3
DRIVING				ARCADE RACING 2			1	2
RPG/ ADVENTURE		RPG TBD					1	2
SIMULATION/ STRATEGY							0	1
SPORTS	Hockey	NBA Action NFL JAM		NCAA Hoops	Boxing		5	9
PUZZLE	Puzzle 2						1	2
OTHERS							0	1
TOTAL	3	4	1	1	4	1	13	27
RESERVE	Bug 3						1	3

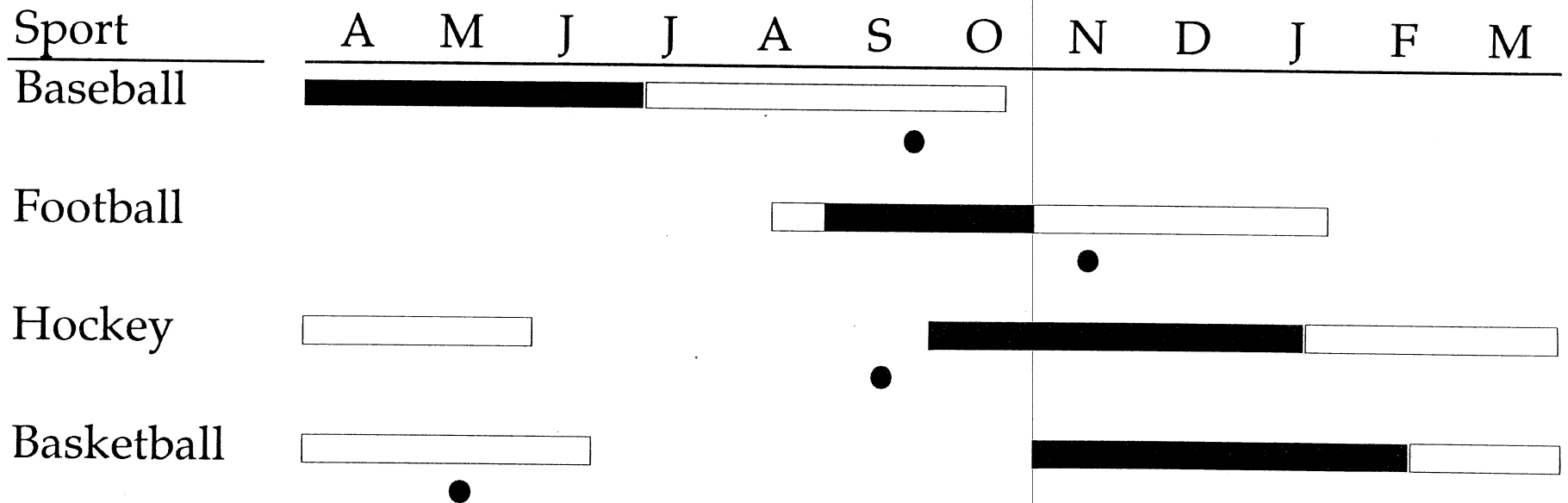
**Fiscal Year 1997
Sega Sports Title Line-Up**

4/1/96

Category	APR	MAY	JUN	JULY	AUG	SEPT	1st Half Total
FOOTBALL							0
BASEBALL					WORLD SERIES BASEBALL '96 (Genesis)		1
BASKETBALL			NBA Action (Saturn)				1
HOCKEY							0
DRIVING							0
SOCCER							0
OTHER							0
RESERVE					Microprose Football		1
TOTAL			1		2		3

Category	OCT	NOV	DEC	JAN	FEB	MAR	2nd Half Total	Total
FOOTBALL		NFL '97 (Saturn)					1	1
BASEBALL	WORLD SERIES BASEBALL II (Saturn)						1	2
BASKETBALL							0	1
HOCKEY							0	0
DRIVING		Daytona "Remix" (Saturn)	Manx TT (Saturn)				2	2
SOCCER	Worldwide Soccer II (Saturn)						1	1
OTHER							0	0
RESERVE							0	1
TOTAL	2	2	1				5	8

Professional Sports Calendar



- - Peak Seasonal "Sweet Spot"
- - Sega Sports Saturn Product Release

FY97 CRITICAL SOFTWARE ISSUES
SEGA SPORTS

<u>TITLE</u>	<u>QUOTA</u>	<u>ISSUES</u>	<u>ACTION REQUIRED</u>
NBA Action	50	<ul style="list-style-type: none"> • Game quality • Shipping out of season (5/15 code) 	<ul style="list-style-type: none"> • Hold to improve game graphics and mechanics <ul style="list-style-type: none"> - release with new rosters/ schedules in Oct/Nov • Deliver tech support team to Gray Matter now • Explore network compatibility
World Series Baseball II (Sat)	200	<ul style="list-style-type: none"> • Shipping too late (9/6 code) 	<ul style="list-style-type: none"> • Must ship first week in July
"Microprose" NFL	0	<ul style="list-style-type: none"> • Extremely low quality • Six mos. late - not finished 	<ul style="list-style-type: none"> • Kill title or sell to Third Party
NFL '97	300	<ul style="list-style-type: none"> • Shipping late (Nov) • Lead programmer quit 	<ul style="list-style-type: none"> • Must immediately find lead programmer • Title must ship in October • Pursue insurance strategy through acquisition
Worldwide Soccer II	50	<ul style="list-style-type: none"> • None! 	<ul style="list-style-type: none"> • None!
Manx TT	75	<ul style="list-style-type: none"> • Still no developer identified • Christmas ship in question • No legal info from SOJ • 2 Player mode in question 	<ul style="list-style-type: none"> • Assign developer immediately • Quota at risk if post X-mas • Explore network compatibility • 2 player mode mandatory
Daytona "Remix"	<u>75</u>	<ul style="list-style-type: none"> • No information received • Final name in SOA legal 	<ul style="list-style-type: none"> • Need info immediately for E3 • Must ship by mid-February • Explore network compatibility
Total Saturn Quota	750		
World Series Baseball '96 (Gen)	<u>150</u>	<ul style="list-style-type: none"> • Shipping too late (Aug) 	<ul style="list-style-type: none"> • Needs to ship with Saturn 1st week of July
Total Quota	900		

VAZ Remix

FY'97 KEY ISSUES

Sega Sports - Saturn

NBA Action

Issues

- Based on NHL engine, which was poorly designed
- Does not meet Sega Sports quality standards
- Sony Sports NBA game extremely high quality and creating buzz in industry
- Current ship date - mid May (90% of the way through the season)

Needed Action

- Hold title for November release (with season start)
- Significantly improve look and feel of game
- Deliver technical support team to Gray Matter immediately
- Must explore network compatibility

**FY'97 KEY ISSUES, cont.
Sega Sports - Saturn**

World Series Baseball II

Issues

- Current ship date - October (at end of the season)
- Poor release timing compromises title success

Needed Action

- Title must ship by first week of July
- Will refuse game if codes late in season

**FY'97 KEY ISSUES, cont.
Sega Sports - Saturn**

"Microprose" NFL

Issues

- Six months late and still not finished
- Very low quality
- Will damage Sega and Sega Sports brand if released

Needed Action

- Kill title or sell to Third Party

**FY'97 KEY ISSUES, cont.
Sega Sports - Saturn**

NFL '97

Issues

- Current ship date - early November (3/5s of the way through the season)
- Lead programmer quit project - still no TDR on title
- No programming replacement hired yet
- Low quotas create difficult licensor relationship (NFL demanding 12.5%)

Needed Action

- Must find developer with Saturn programming experience
- Title must ship no later than 31 October
- Pursue parallel "insurance" strategy through acquisition

FY'97 KEY ISSUES, cont.
Sega Sports - Saturn

Worldwide Soccer II

Issues

- Working with SOE to determine represented countries

Needed Action

- None!

FY'97 KEY ISSUES, cont.
Sega Sports - Saturn

Manx TT

Issues

- Christmas ship in question
- No legal information (Isle of Mann) received from SOJ
- 2 Player mode in question

Needed Action

- Assign developer immediately
- Quota reduction necessary if title misses X-mas
- Explore network compatibility
- Must feature 2 player mode

**FY'97 KEY ISSUES, cont.
Sega Sports - Saturn**

Daytona "Remix"

Issues

- No information received on title yet
- Name of game awaiting SOA legal clearance

Needed Action

- Must understand what game will consist of as soon as possible
- Explore network compatibility
- Title must ship by mid-February (with race timing)

FY'98 SEGA SPORTS SOFTWARE STRATEGIES

- Establish a commanding presence in the Sports category via a strong library of high-quality product launches in season, and extensive marketing programs.
- Develop at least one product for all major sports; fill in with popular secondary sports.
- Initiate development with sufficient lead time to ensure timely introduction during seasonal "sweet spot".
- Launch sports drive titles every 2-3 months to allow for year-round sports advertising/marketing emphasis.

**PRELIMINARY FY 98
Sega Sports Title Line-Up**

4/1/96

Category	APR	MAY	JUN	JULY	AUG	SEPT	1ST HALF TOTAL
FOOTBALL						NFL '98 (Saturn)	1
BASEBALL	WORLD SERIES BASEBALL '97 (Saturn)						1
BASKETBALL							
HOCKEY							
DRIVING				RACING TITLE I (Saturn)			1
SOCCER	Worldwide Soccer III (Saturn)						1
OTHER		Golf (Saturn)					1
RESERVE					NCAA Football (Saturn)		1
TOTALS	2	1	1		1	1	6

Category	OCT	NOV	DEC	JAN	FEB	MAR	2ND HALF TOTAL	TOTAL
FOOTBALL		NFL JAM (Saturn)					1	2
BASEBALL								1
BASKETBALL		NBA Action (Saturn)		NCAA Hoops (Saturn)			2	2
HOCKEY	NHL All-Star Hockey '98 (Saturn)						1	1
DRIVING				RACING TITLE 2 (Saturn)			1	2
SOCCER								1
OTHER					Boxing Title (Saturn)		1	2
RESERVE								1
TOTAL	1	2		1	2		6	12

GENESIS AND GAME GEAR SOFTWARE CALENDAR

Category	APR	MAY	JUN	JULY	AUG	SEPT	1st Half TOTAL
SHOOTING							0
ACTION/ ADVENTURE		X-PERTS (GEN) Marsupilami (GEN) Arena (GG)		Arcade Classics (GEN) Bugs Bunny (Gen) Bugs Bunny (GG)		X-Men 3 (GG)	7
FIGHTING							0
DRIVING							0
RPG/ ADVENTURE							0
SIMULATION/ STRATEGY							0
SPORTS					WORLD SERIES BASEBALL '96 (GEN)		1
PUZZLE		Baku Baku (GG)					1
OTHERS							0
TOTAL GEN	0	2	0	2	1	0	5
TOTAL GG	0	2	0	1	1	0	4

. ,97

GENESIS AND GAME GEAR SOFTWARE CALENDAR

Category	OCT	NOV	DEC	JAN	FEB	MAR	2nd Half TOTAL	FY97 TOTAL
SHOOTING							0	0
ACTION/ ADVENTURE	X-Women (GEN)	SONIC (GEN) SONIC (GG) VectorMan 2 (GEN)					4	11
FIGHTING	VF (GG)	VF (GEN)					2	2
DRIVING							0	0
RPG/ ADVENTURE							0	0
SIMULATION/ STRATEGY							0	0
SPORTS							0	1
PUZZLE							0	1
OTHERS							0	0
TOTAL GEN	1	3	0	0	0	0	4	9
TOTAL GG	1	1	0	0	0	0	2	6

FY97 CRITICAL SOFTWARE ISSUES
GENESIS AND GAME GEAR

<u>TITLE</u>	<u>PLATFORM</u>	<u>QUOTA</u>	<u>ISSUES</u>	<u>ACTION REQUIRED</u>
Virtua Fighter Animation	Genesis	300	<ul style="list-style-type: none"> • Early October Ship Date is Essential 	<ul style="list-style-type: none"> • Expedite development to ensure code release date that enables early October ship date
Sonic	Genesis Game Gear	500 100	<ul style="list-style-type: none"> • Must release for 11/8 Street Date • Game Content/Quality 	<ul style="list-style-type: none"> • Expedite ROM delivery to make 11/8 ship possible given 9/15 code release date, or expedite development schedule (or both) • SOA/STI to recommend content changes to make titles more desirable for US Market • SOJ to ensure A++ quality game • Harmonize Genesis and Game Gear game concepts to make co-marketing of titles possible.
Sonic	Genesis	500	<ul style="list-style-type: none"> • Release Timing/Quota Expectations 	<ul style="list-style-type: none"> • Quotas need to be adjusted downward given timing issues
Virtua Fighter	Genesis	300		
VectorMan 2	Genesis	<u>200</u> 1000		

FY97 CRITICAL SOFTWARE ISSUES GENESIS AND GAME GEAR

CURRENT GENESIS SW CALENDAR

Title	October	November	December
Sonic		9/15 Code* 11/22 Ship	
Virtua Fighter Animation		9/15 Code* 11/22 Ship	
VectorMan 2		9/15 Code* 11/22 Ship	

* Code release based on latest information from SOJ

* Ship dates based on normal manufacturing time

DESIRED GENESIS SW CALENDAR

Title	October	November	December
Sonic		9/8 Code 11/8 Ship	
VectorMan 2		8/15 Code 10/15 Ship	
Virtua Fighter Animation	10/1 Ship		

ISSUE

- It is not possible to sell 1 million units of software if all titles ship in November
- Current plans call for October to have a "Fighting Month" theme and VF Genesis is shipping in November

ACTION REQUIRED

- Code release and ship dates of these 3 key titles must be expedited

FY98 SOFTWARE STRATEGIC REQUIREMENTS
GENESIS AND GAME GEAR

- PRICING

\$49.99 SRP Maximum Genesis SRP

\$29.99 SRP Maximum Game Gear SRP

- GAME QUALITY

Emulate look of 32-bit games to the extent that is technically feasible

- RELEASE TIMING

Code release date must allow shipping on SOA target ship date

- TARGET MARKET

Games must be playable by and appeal to younger skewing target markets

Genesis 8-14

Game Gear 6-12

- MARKETING

Synergize marketing on cross-platform titles

**PRELIMINARY FY98
GENESIS AND GAME GEAR SOFTWARE CALENDAR**

Category	APR	MAY	JUN	JULY	AUG	SEPT	1st Half TOTAL
SHOOTING							0
ACTION/ ADVENTURE			JURASSIC 2 (GEN) JURASSIC 2 (GG)			VectorMan 3 (GEN) VectorMan 3 (GG)	4
FIGHTING							0
DRIVING							0
RPG/ ADVENTURE							0
SIMULATION/ STRATEGY							0
SPORTS							0
PUZZLE							0
OTHERS							0
TOTAL GEN	0	0	1	0	0	1	2
TOTAL GG	0	0	1	0	0	1	2
RESERVE	Plug (Acquire) (GEN)		Hercules (GEN/GG)				

**PRELIMINARY FY98
GENESIS AND GAME GEAR SOFTWARE CALENDAR**

Category	OCT	NOV	DEC	JAN	FEB	MAR	2nd Half TOTAL	FY98 TOTAL
SHOOTING							0	0
ACTION/ ADVENTURE	ARCADE PORT (GEN)	SONIC (GEN) SONIC (GG)					3	7
FIGHTING							0	0
DRIVING							0	0
RPG/ ADVENTURE							0	0
SIMULATION/ STRATEGY							0	0
SPORTS							0	0
PUZZLE							0	0
OTHERS							0	0
TOTAL GEN	1	1	0	0	0		2	4
TOTAL GG	0	1	0	0	0		1	3
RESERVE	Arcade Port (GG)							

FY97
PICO SOFTWARE CALENDAR

Category	APR	MAY	JUN	JULY	AUG	SEPT	1st Half TOTAL
Entertainment/ Problem Solving							0
Letters/Words	Alex & Alice						1
Construction							0
Counting/Matching				Muppets			1
TOTAL	1	0	0	1	0	0	2

Category	OCT	NOV SONIC	DEC	JAN	FEB	MAR	2nd Half TOTAL	TOTAL
Entertainment/ Problem Solving							1	1
Letters/Words							0	1
Construction							0	0
Counting/Matching		101 DALMATIONS					1	2
TOTAL	0	2	0	0	0	0	2	4

FY '97 CRITICAL SOFTWARE ISSUES PICO

<u>GAME</u>	<u>QUOTA</u>	<u>ISSUES</u>	<u>ACTION REQUIRED</u>
101 Dalmations	90	Current 9/15 code release date is too late for holiday sales.	<ul style="list-style-type: none">• SOJ to expedite development and ROM availability• SOA/Disney to expedite approvals
Sonic's Game World	65	Need title in October; development dates not yet confirmed	<ul style="list-style-type: none">• SOJ to assure translation/modifications allow for August code release.

FY98 KEY Strategies PICO

- **Hercules: Disney's 1997 movie feature**

Timing: Ship June 1997 (Launch with the movie release)
Target age: 3-7
Category: Entertainment/Problem Solving
Issue: Obtaining materials and approval from Disney.

- **Sesame Street:**

Timing: Ship September 1997
Target Age: 3-6
Category: Letters/words
Issue: Obtain License
Possibly co-develop with SOJ

- **Construction TBD**

Timing: September 1997
Target Age: 4-7
Category: Construction
Issue: License vs. Generic title

- **Licensed Title TBD**

Timing: Summer/Fall 1997
Target Age: TBD
Category: TBD
Issue: Secure a strong kids entertainment property or book license

PRELIMINARY FY98
PICO SOFTWARE CALENDAR

Category	APR	MAY	JUN	JULY	AUG	SEPT	1st Half TOTAL
Entertainment/ Problem Solving			HERCULES				1
Letters/Words						Sesame Street	1
Construction						Construction TBD	1
TBD							0
TOTAL			1			2	3

Category	OCT	NOV	DEC	JAN	FEB	MAR	2nd Half TOTAL	TOTAL
Entertainment/ Problem Solving							0	1
Letters/Words							0	1
Construction							0	1
TBD	LICENSE TBD						1	1
TOTAL	1						1	4

FY97 Mktg Budget

FY '97 MARKETING BUDGET - Rev 1.0

2/6/96

BRAND		<u>Saturn</u>	<u>Genesis</u>	<u>Game Gear</u>	<u>Nomad</u>	<u>32X</u>
MARKETING MANAGER		Dunley	Garner	Onderdonk	Malit	Malit
<u>G/L #</u>	<u>DESCRIPTION</u>					
6100	TOTAL MEDIA	7,170,000	3,850,000	225,000	0	0
6100.100	NAT'L TV: UPFRONT TEENS	5,000,000	0	0	0	0
6100.101	SCATTER TEENS	0	0	0	0	0
6100.102	UPFRONT KIDS	0	0	0	0	0
6100.103	SCATTER KIDS	0	0	0	0	0
6100.104	DIRECT MARKETING	0	0	0	0	0
6100.200	SPOT TV: TEENS	1,500,000	0	0	0	0
6100.201	KIDS	0	3,500,000	0	0	0
6100.202	MOMS	0	0	0	0	0
6100.300	RADIO: NATIONAL	0	0	0	0	0
6100.301	SPOT	0	0	0	0	0
6100.051	PRINT: CONSUMER	150,000	75,000	50,000	0	0
6100.052	ENTHUSIAST	520,000	275,000	175,000	0	0
6100.053	TRADE	0	0	0	0	0
6100.054	DIRECT MARKETING	0	0	0	0	0
6100.005	OTHER: In-Stadium/Arena/School	0	0	0	0	0
6110	TOTAL AGENCY FEES	295,235	158,529	9,265	0	0
6110.005	Media (Total Media * 3.50%)	295,235	158,529	9,265	0	0
6110.006	Direct Marketing Agencies	0	0	0	0	0
6110.002	GBS - Creative	0	0	0	0	0
6120	TOTAL PRODUCTION EXP	750,000	225,000	75,000	0	0
6120.000	TV	500,000	125,000	0	0	0
6120.001	RADIO	0	0	0	0	0
6120.003	PRINT -	250,000	100,000	75,000	0	0
6120.004	PRINT - Other	0	0	0	0	0
6120.005	TALENT/RESIDUALS	0	0	0	0	0
6120.006	DUBS/SHIPPING	0	0	0	0	0
6120.007	MISCELLANEOUS	0	0	0	0	0
6130	PUBLIC RELATIONS	0	0	0	0	0
6130.100	SKU PROJECTS	0	0	0	0	0
6130.006	EPROMS	0	0	0	0	0
6150	TRADE SHOWS	50,000	30,000	30,000	30,000	0
6160	PACKAGING	594,000	251,000	154,000	40,000	40,000
6160.000	PACKAGING	540,000	228,500	139,000	40,000	40,000
6160.120	MANUALS	54,000	22,500	15,000	0	0
6170	POS MATERIALS	670,000	425,000	0	100,000	40,000
6170.000	COLLATERAL MATERIALS	650,000	350,000	0	100,000	40,000
6170.000	INTERACTIVE UNIT	20,000	75,000	0	0	0
6190	PRODUCT PROMOTIONS	0	0	0	50,000	0
6180.200	CORPORATE	0	0	0	0	0
6190.var	CONSUMER	0	0	0	50,000	0
6190.011	FREE SOFTWARE	0	0	0	0	0
6192.000	DIRECT MARKETING	0	0	0	0	0
6195.000	TRADE	0	0	0	0	0
6200	SALES MATERIALS	240,000	101,000	9,000	25,000	0
6200.000	POSTERS	55,000	0	0	0	0
6200.001	SELL SHEETS/CATALOGS	10,000	15,000	9,000	10,000	0
6200.002	VIDEOS/SALES KITS	175,000	70,000	0	0	0
6200.003	MISCELLANEOUS	0	16,000	0	15,000	0
TOTAL		9,789,235	5,040,529	502,265	245,000	80,000

BRAND		<u>Pico</u>	<u>Sports</u>	<u>GRAND</u>
MARKETING MANAGER		Gable	Gillin	<u>TOTAL</u>
				0
<u>G/L #</u>	<u>DESCRIPTION</u>			
6100	TOTAL MEDIA	3,780,000	6,750,000	21,775,000
6100.100	NAT'L TV: UPFRONT TEENS	0	0	5,000,000
6100.101	SCATTER TEENS	0	4,000,000	4,000,000
6100.102	UPFRONT KIDS	2,730,000	0	2,730,000
6100.103	SCATTER KIDS	0	0	0
6100.104	DIRECT MARKETING	300,000	0	300,000
6100.200	SPOT TV: TEENS	0	2,000,000	3,500,000
6100.201	KIDS	0	0	3,500,000
6100.202	MOMS	0	0	0
6100.300	RADIO: NATIONAL	0	0	0
6100.301	SPOT	0	0	0
6100.051	PRINT: CONSUMER	750,000	450,000	1,475,000
6100.052	ENTHUSIAST	0	300,000	1,270,000
6100.053	TRADE	0	0	0
6100.054	DIRECT MARKETING	0	0	0
6100.005	OTHER: In-Stadium/Arena/School	0	0	0
6110	TOTAL AGENCY FEES	155,647	277,941	896,618
6110.005	Media (Total Media * 3.50%)	155,647	277,941	896,618
6110.006	Direct Marketing Agencies	0	0	0
6110.002	GBS - Creative	0	0	0
6120	TOTAL PRODUCTION EXP	150,000	600,000	1,800,000
6120.000	TV	100,000	500,000	1,225,000
6120.001	RADIO	0	0	0
6120.003	PRINT -	50,000	100,000	575,000
6120.004	PRINT - Other	0	0	0
6120.005	TALENT/RESIDUALS	0	0	0
6120.006	DUBS/SHIPPING	0	0	0
6120.007	MISCELLANEOUS	0	0	0
6130	PUBLIC RELATIONS	0	0	0
6130.100	SKU PROJECTS	0	0	0
6130.006	EPROMS	0	0	0
6150	TRADE SHOWS	15,000	36,000	191,000
6160	PACKAGING	0	129,500	1,208,500
6160.000	PACKAGING	0	115,500	1,103,000
6160.120	MANUALS	0	14,000	105,500
6170	POS MATERIALS	300,000	760,000	2,295,000
6170.000	COLLATERAL MATERIALS	300,000	610,000	2,050,000
6170.000	INTERACTIVE UNIT	0	150,000	245,000
6190	PRODUCT PROMOTIONS	0	0	50,000
6180.200	CORPORATE	0	0	0
6190.var	CONSUMER	0	0	50,000
6190.011	FREE SOFTWARE	0	0	0
6192.000	DIRECT MARKETING	0	0	0
6195.000	TRADE	0	0	0
6200	SALES MATERIALS	130,000	470,500	975,500
6200.000	POSTERS	0	0	55,000
6200.001	SELL SHEETS/CATALOGS	30,000	70,500	144,500
6200.002	VIDEOS/SALES KITS	0	0	245,000
6200.003	MISCELLANEOUS	100,000	400,000	531,000
TOTAL		4,530,647	9,023,941	29,191,618

SEGA OF AMERICA, INC.
MARKETING BUDGET SUMMARY
PLAN "B"
FY 1997

	GENESIS	GAME GEAR	SPORTS	NOMAD	GENESIS 32X	SATURN	PICO	CORP	3RD PARTY	FY97 TOTAL
MEDIA	3,850	225	6,750			7,170	3,780			21,775
AGENCY FEES	158	9	287			295	167	1,000		1,916
PRODUCTION	225	75	600			690	150	600		2,340
PUBLIC RELATIONS								2,500		2,500
TRADE SHOWS	30	30	36	30		50	15	3,000		3,191
PACKAGING	251	154	130	40	40	594		58		1,267
POS MATERIALS	425		750	100	40	820	300			2,435
CONS/TRADE PROMOS				50						50
DIRECT MARKETING										0
CORP./BRAND PROMOS										0
CORP. PROMOTIONS								2,000		2,000
SALES MATERIALS	101	9	221	25		150	130	140		776
LICENSING			250							250
MARKET RESEARCH								750		750
ON - LINE SERVICES								750		750
TOTAL MKTG	5,040	502	9,023	245	80	9,769	4,542	10,798	0	40,000

MERCHANDISING
PREMIUMS, ETC
FRONT LINE
GRAND TOTAL

								10,000		10,000
										0
								2,500		2,500
5,040	502	9,023	245	80	9,769	4,542	23,298	0	52,500	

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GENESIS FY '97 MARKETING BUDGET PLAN "B"

2/6/96

TITLE	PN#	PN#	PN#	PN#	PN#
MARKETING MANAGER	<u>Arcade Classics</u>	<u>X-Perts</u>	<u>Bugs Bunny</u>	<u>Marsupilami</u>	<u>VectorMan 2</u>
RELEASE DATE	Onderdonk	Onderdonk	Onderdonk	Garner	Garner
	Release Date	Release Date	Release Date	Release Date	Release Date

<u>G/L #</u>	<u>DESCRIPTION</u>					
6100	TOTAL MEDIA	0	75,000	0	0	75,000
6100.100	NAT'L TV: UPFRONT TEENS					
6100.101	SCATTER TEENS					
6100.102	UPFRONT KIDS					
6100.103	SCATTER KIDS					
6100.104	DIRECT MARKETING					
6100.200	SPOT TV: TEENS					
6100.201	KIDS					
6100.202	MOMS					
6100.300	RADIO: NATIONAL					
6100.301	SPOT					
6100.051	PRINT: CONSUMER					
6100.052	ENTHUSIAST		75,000			75,000
6100.053	TRADE					
6100.054	DIRECT MARKETING					
6100.005	OTHER: In-Stadium/Arena/School					
6110	TOTAL AGENCY FEES	0	3,088	0	0	3,088
6110.005	Media (Total Media * 3.50%)	0	3,088	0	0	3,088
6110.006	Direct Marketing Agencies					
6110.002	GBS - Creative					
6120	TOTAL PRODUCTION EXP	0	25,000	0	0	25,000
6120.000	TV					
6120.001	RADIO					
6120.003	PRINT -		25,000			25,000
6120.004	PRINT - Other					
6120.005	TALENT/RESIDUALS					
6120.006	DUBS/SHIPPING					
6120.007	MISCELLANEOUS					
6130	PUBLIC RELATIONS	0	0	0	0	0
6130.100	SKU PROJECTS					
6130.006	EPROMS					
6150	TRADE SHOWS		0	0	0	0
6160	PACKAGING	19,000	19,000	19,000	19,000	19,000
6160.000	PACKAGING	16,500	16,500	16,500	16,500	16,500
6160.120	MANUALS	2,500	2,500	2,500	2,500	2,500
6170	POS MATERIALS	0	0	0	0	0
6170.000	COLLATERAL MATERIALS					
6170.000	INTERACTIVE UNIT					
6190	PRODUCT PROMOTIONS	0	0	0	0	0
6180.200	CORPORATE					
6190.var	CONSUMER					
6190.011	FREE SOFTWARE					
6192.000	DIRECT MARKETING					
6195.000	TRADE					
6200	SALES MATERIALS	1,500	1,500	1,500	1,500	1,500
6200.000	POSTERS					
6200.001	SELL SHEETS/CATALOGS	1,500	1,500	1,500	1,500	1,500
6200.002	VIDEOS/SALES KITS					
6200.003	MISCELLANEOUS					
TOTAL		20,500	123,588	20,500	20,500	123,588

GENESIS FY '97 MARKETING BUDGET PLAN "B"

2/6/96

TITLE	PN# <u>X-Women</u>	PN# <u>Sonic 3D</u>	PN# <u>FY98 Title</u>	PN# <u>FY98 Title</u>	Gen # <u>GEN BRAND</u>
MARKETING MANAGER	Onderdonk	Garner	Onderdonk	Onderdonk	
RELEASE DATE	Release Date	Release Date	Release Date	Release Date	

<u>G/L #</u>	<u>DESCRIPTION</u>					
6100	TOTAL MEDIA	125,000	3,575,000	0	0	0
6100.100	NAT'L TV: UPFRONT TEENS					
6100.101	SCATTER TEENS					
6100.102	UPFRONT KIDS					
6100.103	SCATTER KIDS					
6100.104	DIRECT MARKETING					
6100.200	SPOT TV: TEENS					
6100.201	KIDS		3,500,000			0
6100.202	MOMS					
6100.300	RADIO: NATIONAL					
6100.301	SPOT					
6100.051	PRINT: CONSUMER	75,000				
6100.052	ENTHUSIAST	50,000	75,000			
6100.053	TRADE					
6100.054	DIRECT MARKETING					
6100.005	OTHER: In-Stadium/Arena/School					
6110	TOTAL AGENCY FEES	5,147	147,206	0	0	0
6110.005	Media (Total Media * 3.50%)	5,147	147,206	0	0	0
6110.006	Direct Marketing Agencies					
6110.002	GBS - Creative					
6120	TOTAL PRODUCTION EXP	25,000	150,000	0	0	0
6120.000	TV		125,000			
6120.001	RADIO					
6120.003	PRINT -	25,000	25,000			
6120.004	PRINT - Other					
6120.005	TALENT/RESIDUALS					
6120.006	DUBS/SHIPPING					
6120.007	MISCELLANEOUS					
6130	PUBLIC RELATIONS	0	0	0	0	0
6130.100	SKU PROJECTS					
6130.006	EPROMS					
6150	TRADE SHOWS	0	0	0	0	30,000
6160	PACKAGING	19,000	19,000	19,000	19,000	80,000
6160.000	PACKAGING	16,500	16,500	16,500	16,500	80,000
6160.120	MANUALS	2,500	2,500	2,500	2,500	
6170	POS MATERIALS	0	425,000	0	0	0
6170.000	COLLATERAL MATERIALS		350,000			
6170.000	INTERACTIVE UNIT		75,000			
6190	PRODUCT PROMOTIONS	0	0	0	0	0
6180.200	CORPORATE					
6190.var	CONSUMER					
6190.011	FREE SOFTWARE					
6192.000	DIRECT MARKETING					
6195.000	TRADE					
6200	SALES MATERIALS	1,500	36,500	1,500	1,500	52,500
6200.000	POSTERS					
6200.001	SELL SHEETS/CATALOGS	1,500	1,500	1,500	1,500	1,500
6200.002	VIDEOS/SALES KITS		35,000			35,000
6200.003	MISCELLANEOUS					16,000
TOTAL		175,647	4,352,706	20,500	20,500	162,500

TITLE		GRAND
MARKETING MANAGER		TOTAL
RELEASE DATE		
		0
<u>G/L #</u>	<u>DESCRIPTION</u>	
6100	TOTAL MEDIA	3,850,000
6100.100	NAT'L TV: UPFRONT TEENS	0
6100.101	SCATTER TEENS	0
6100.102	UPFRONT KIDS	0
6100.103	SCATTER KIDS	0
6100.104	DIRECT MARKETING	0
6100.200	SPOT TV: TEENS	0
6100.201	KIDS	3,500,000
6100.202	MOMS	0
6100.300	RADIO: NATIONAL	0
6100.301	SPOT	0
6100.051	PRINT: CONSUMER	75,000
6100.052	ENTHUSIAST	275,000
6100.053	TRADE	0
6100.054	DIRECT MARKETING	0
6100.005	OTHER: In-Stadium/Arena/School	0
6110	TOTAL AGENCY FEES	158,529
6110.005	Media (Total Media * 3.50%)	158,529
6110.006	Direct Marketing Agencies	0
6110.002	GBS - Creative	0
6120	TOTAL PRODUCTION EXP	225,000
6120.000	TV	125,000
6120.001	RADIO	0
6120.003	PRINT -	100,000
6120.004	PRINT - Other	0
6120.005	TALENT/RESIDUALS	0
6120.006	DUBS/SHIPPING	0
6120.007	MISCELLANEOUS	0
6130	PUBLIC RELATIONS	0
6130.100	SKU PROJECTS	0
6130.006	EPROMS	0
6150	TRADE SHOWS	30,000
6160	PACKAGING	251,000
6160.000	PACKAGING	228,500
6160.120	MANUALS	22,500
6170	POS MATERIALS	425,000
6170.000	COLLATERAL MATERIALS	350,000
6170.000	INTERACTIVE UNIT	75,000
6190	PRODUCT PROMOTIONS	0
6180.200	CORPORATE	0
6190.var	CONSUMER	0
6190.011	FREE SOFTWARE	0
6192.000	DIRECT MARKETING	0
6195.000	TRADE	0
6200	SALES MATERIALS	101,000
6200.000	POSTERS	0
6200.001	SELL SHEETS/CATALOGS	15,000
6200.002	VIDEOS/SALES KITS	70,000
6200.003	MISCELLANEOUS	16,000
TOTAL		5,040,529

GAME GEAR FY97 MARKETING BUDGET PLAN "B"

2/6/96

TITLE	2565	2451	2569	PN#	2570
MARKETING MANAGER	<u>Arena</u>	<u>Zany Zoo</u>	<u>Bugs Bunny</u>	<u>X-Men 3</u>	<u>Virtua Fighter</u>
RELEASE DATE	Garner	Dunstan	Onderdonk	Onderdonk	Onderdonk
	Release Date	Release Date	Release Date	Release Date	Release Date

G/L #	DESCRIPTION					
6100	TOTAL MEDIA	0	0	0	75,000	75,000
6100.100	NAT'L TV: UPFRONT TEENS					
6100.101	SCATTER TEENS					
6100.102	UPFRONT KIDS					
6100.103	SCATTER KIDS					
6100.104	DIRECT MARKETING					
6100.200	SPOT TV: TEENS					
6100.201	KIDS					
6100.202	MOMS					
6100.300	RADIO: NATIONAL					
6100.301	SPOT					
6100.051	PRINT: CONSUMER				50,000	
6100.052	ENTHUSIAST				25,000	75,000
6100.053	TRADE					
6100.054	DIRECT MARKETING					
6100.005	OTHER: In-Stadium/Arena/School					
6110	TOTAL AGENCY FEES	0	0	0	3,088	3,088
6110.005	Media (Total Media * 3.50%)	0	0	0	3,088	3,088
6110.008	Direct Marketing Agencies					
6110.002	GBS - Creative					
6120	TOTAL PRODUCTION EXP	0	0	0	25,000	25,000
6120.000	TV					
6120.001	RADIO					
6120.003	PRINT -				25,000	25,000
6120.004	PRINT - Other					
6120.005	TALENT/RESIDUALS					
6120.006	DUBS/SHIPPING					
6120.007	MISCELLANEOUS					
6130	PUBLIC RELATIONS	0	0	0	0	0
6130.100	SKU PROJECTS					
6130.006	EPROMS					
6150	TRADE SHOWS	0	0	0	0	0
6160	PACKAGING	19,000	19,000	19,000	19,000	19,000
6160.000	PACKAGING	16,500	16,500	16,500	16,500	16,500
6160.120	MANUALS	2,500	2,500	2,500	2,500	2,500
6170	POS MATERIALS	0	0	0	0	0
6170.000	COLLATERAL MATERIALS	0				
6170.050	MERCH VIDEOS / SALES KITS					
6190	PRODUCT PROMOTIONS	0	0	0	0	0
6180.200	CORPORATE					
6190.var	CONSUMER					
6190.011	FREE SOFTWARE					
6192.000	DIRECT MARKETING					
6195.000	TRADE					
6200	SALES MATERIALS	1,500	1,500	1,500	1,500	1,500
6200.000	POSTERS					
6200.001	SELL SHEETS/CATALOGS	1,500	1,500	1,500	1,500	1,500
6200.002	VIDEOS/SALES KITS					
6200.003	MISCELLANEOUS					
TOTAL		20,500	20,500	20,500	123,588	123,588

		TITLE	PN#	Gen #	GRAND
		MARKETING MANAGER	Sonic	BRAND EXP	TOTAL
		RELEASE DATE	Garner		
			Release Date		0
			(Cross-Brand)		
<u>G/L #</u>	<u>DESCRIPTION</u>				
6100	TOTAL MEDIA		0	75,000	225,000
6100.100	NAT'L TV: UPFRONT TEENS				0
6100.101	SCATTER TEENS				0
6100.102	UPFRONT KIDS				0
6100.103	SCATTER KIDS				0
6100.104	DIRECT MARKETING				0
6100.200	SPOT TV: TEENS				0
6100.201	KIDS				0
6100.202	MOMS				0
6100.300	RADIO: NATIONAL				0
6100.301	SPOT				0
6100.051	PRINT: CONSUMER				50,000
6100.052	ENTHUSIAST			75,000	175,000
6100.053	TRADE				0
6100.054	DIRECT MARKETING				0
6100.005	OTHER: In-Stadium/Arena/School				0
6110	TOTAL AGENCY FEES		0	3,088	9,265
6110.005	Media (Total Media * 3.50%)		0	3,088	9,265
6110.006	Direct Marketing Agencies				0
6110.002	GBS - Creative				0
6120	TOTAL PRODUCTION EXP		0	25,000	75,000
6120.000	TV				0
6120.001	RADIO				0
6120.003	PRINT -			25,000	75,000
6120.004	PRINT - Other				0
6120.005	TALENT/RESIDUALS				0
6120.006	DUBS/SHIPPING				0
6120.007	MISCELLANEOUS				0
6130	PUBLIC RELATIONS		0	0	0
6130.100	SKU PROJECTS				0
6130.006	EPROMS				0
6150	TRADE SHOWS		0	30,000	30,000
6160	PACKAGING		19,000	40,000	154,000
6160.000	PACKAGING		16,500	40,000	139,000
6160.120	MANUALS		2,500		15,000
6170	POS MATERIALS		0	0	0
6170.000	COLLATERAL MATERIALS				0
6170.050	MERCH VIDEOS / SALES KITS				0
6190	PRODUCT PROMOTIONS		0	0	0
6180.200	CORPORATE				0
6190.var	CONSUMER				0
6190.011	FREE SOFTWARE				0
6192.000	DIRECT MARKETING				0
6195.000	TRADE				0
6200	SALES MATERIALS		1,500	0	9,000
6200.000	POSTERS				0
6200.001	SELL SHEETS/CATALOGS		1,500		9,000
6200.002	VIDEOS/SALES KITS				0
6200.003	MISCELLANEOUS				0
TOTAL			20,500	173,088	502,265

SEGA SPORTS FY '97 MARKETING BUDGET PLAN "B"

2/6/96

TITLE	81103	PN#	PN#	PN#
MARKETING MANAGER	NBA Action (SS)	W. Series '96 (Gen.)	W. Series II (SS)	Manx TT
RELEASE DATE	Brad Hogan Apr-96	Anne Moellering Jul-96	Anne Moellering Jul-96	Anne Moellering Sep-96

G/L #	DESCRIPTION				
6100	TOTAL MEDIA	75,000	1,725,000	1,500,000	0
6100.100	NAT'L TV: UPFRONT TEENS				
6100.101	SCATTER TEENS		1,000,000	1,000,000	
6100.102	UPFRONT KIDS				
6100.103	SCATTER KIDS				
6100.104	DIRECT MARKETING				
6100.200	SPOT TV: TEENS		500,000	500,000	
6100.201	KIDS				
6100.202	MOMS				
6100.300	RADIO: NATIONAL				
6100.301	SPOT				
6100.051	PRINT: CONSUMER		150,000		
6100.052	ENTHUSIAST	75,000	75,000		
6100.053	TRADE				
6100.054	DIRECT MARKETING				
6100.005	OTHER: In-Stadium/Arena/School				
6110	TOTAL AGENCY FEES	3,088	71,029	61,765	0
6110.005	Media (Total Media * 3.50%)	3,088	71,029	61,765	0
6110.006	Direct Marketing Agencies				
6110.002	GBS - Creative				
6120	TOTAL PRODUCTION EXP	25,000	150,000	125,000	0
6120.000	TV		125,000	125,000	
6120.001	RADIO				
6120.003	PRINT -	25,000	25,000		
6120.004	PRINT - Other				
6120.005	TALENT/RESIDUALS				
6120.006	DUBS/SHIPPING				
6120.007	MISCELLANEOUS				
6130	PUBLIC RELATIONS	0	0	0	0
6130.100	SKU PROJECTS				
6130.006	EPROMS				
6150	TRADE SHOWS	0	0	0	0
6160	PACKAGING	18,500	18,500	18,500	18,500
6160.000	PACKAGING	16,500	16,500	16,500	16,500
6160.120	MANUALS	2,000	2,000	2,000	2,000
6170	POS MATERIALS	0	212,500	212,500	0
6170.000	COLLATERAL MATERIALS		175,000	175,000	
6170.050	MERCH VIDEOS / SALES KITS		37,500	37,500	
6190	PRODUCT PROMOTIONS	0	0	0	0
6180.200	CORPORATE				
6190.var	CONSUMER				
6190.011	FREE SOFTWARE				
6192.000	DIRECT MARKETING				
6195.000	TRADE				
6200	SALES MATERIALS	1,500	1,500	1,500	1,500
6200.000	POSTERS				
6200.001	SELL SHEETS/CATALOGS	1,500	1,500	1,500	1,500
6200.002	VIDEOS/SALES KITS				
6200.003	MISCELLANEOUS				
TOTAL		123,088	2,178,529	1,919,265	20,000

SEGA SPORTS FY '97 MARKETING BUDGET PLAN "B"

2/6/96

TITLE	PN#	PN#	PN#	PN#	Gen #
MARKETING MANAGER	<u>Indy 500</u>	<u>Soccer</u>	<u>NFL Football</u>	<u>Sports branding</u>	<u>GEN EXP</u>
RELEASE DATE	Anne Moellering Sep-96	Anne Moellering Sep-96	Anne Moellering Oct-96	brand group n/a	

G/L #	DESCRIPTION					
6100	TOTAL MEDIA	0	0	3,225,000	225,000	0
6100.100	NAT'L TV: UPFRONT TEENS					
6100.101	SCATTER TEENS			2,000,000		
6100.102	UPFRONT KIDS					
6100.103	SCATTER KIDS					
6100.104	DIRECT MARKETING					
6100.200	SPOT TV: TEENS			1,000,000		
6100.201	KIDS					
6100.202	MOMS					
6100.300	RADIO: NATIONAL					
6100.301	SPOT					
6100.051	PRINT: CONSUMER			150,000	150,000	
6100.052	ENTHUSIAST			75,000	75,000	
6100.053	TRADE					
6100.054	DIRECT MARKETING					
6100.005	OTHER: In-Stadium/Arena/School					
6110	TOTAL AGENCY FEES	0	0	132,794	9,265	0
6110.005	Media (Total Media * 3.50%)	0	0	132,794	9,265	0
6110.006	Direct Marketing Agencies					
6110.002	GBS - Creative					
6120	TOTAL PRODUCTION EXP	0	0	275,000	25,000	0
6120.000	TV			250,000		
6120.001	RADIO					
6120.003	PRINT -			25,000	25,000	
6120.004	PRINT - Other					
6120.005	TALENT/RESIDUALS					
6120.006	DUBS/SHIPPING					
6120.007	MISCELLANEOUS					
6130	PUBLIC RELATIONS	0	0	0	0	0
6130.100	SKU PROJECTS					
6130.006	EPROMS					
6150	TRADE SHOWS	0	0	0	36,000	0
6160	PACKAGING	18,500	18,500	18,500	0	0
6160.000	PACKAGING	16,500	16,500	16,500		
6160.120	MANUALS	2,000	2,000	2,000		
6170	POS MATERIALS	0	0	335,000	0	0
6170.000	COLLATERAL MATERIALS			260,000		
6170.050	MERCH VIDEOS / SALES KITS			75,000		
6190	PRODUCT PROMOTIONS	0	0	0	0	0
6180.200	CORPORATE					
6190.var	CONSUMER					
6190.011	FREE SOFTWARE					
6192.000	DIRECT MARKETING					
6195.000	TRADE					
6200	SALES MATERIALS	1,500	1,500	1,500	60,000	150,000
6200.000	POSTERS					
6200.001	SELL SHEETS/CATALOGS	1,500	1,500	1,500	60,000	
200.002	VIDEOS/SALES KITS					
6200.003	MISCELLANEOUS					150,000
TOTAL		20,000	20,000	3,987,794	355,265	150,000

SEGA SPORTS FY '97 MARKETING BUDGET PLAN "B"

		Gen #	GRAND	
TITLE		Licensing	TOTAL	
MARKETING MANAGER		Deion		
RELEASE DATE				
			0	
<u>G/L #</u>	<u>DESCRIPTION</u>			
6100	TOTAL MEDIA	0	6,750,000	
6100.100	NAT'L TV: UPFRONT TEENS		0	
6100.101	SCATTER TEENS		4,000,000	
6100.102	UPFRONT KIDS		0	
6100.103	SCATTER KIDS		0	
6100.104	DIRECT MARKETING		0	
6100.200	SPOT TV: TEENS		2,000,000	
6100.201	KIDS		0	
6100.202	MOMS		0	
6100.300	RADIO: NATIONAL		0	
6100.301	SPOT		0	
6100.051	PRINT: CONSUMER		450,000	
6100.052	ENTHUSIAST		300,000	
6100.053	TRADE		0	
6100.054	DIRECT MARKETING		0	
6100.005	OTHER: In-Stadium/Arena/School		0	
6110	TOTAL AGENCY FEES	0	277,941	
6110.005	Media (Total Media * 3.50%)	0	277,941	
6110.006	Direct Marketing Agencies		0	
6110.002	GBS - Creative		0	
6120	TOTAL PRODUCTION EXP	0	600,000	
6120.000	TV		500,000	
6120.001	RADIO		0	
6120.003	PRINT -		100,000	
6120.004	PRINT - Other		0	
6120.005	TALENT/RESIDUALS		0	
6120.006	DUBS/SHIPPING		0	
6120.007	MISCELLANEOUS		0	
6130	PUBLIC RELATIONS	0	0	
6130.100	SKU PROJECTS		0	
6130.006	EPROMS		0	
6150	TRADE SHOWS	0	36,000	
6160	PACKAGING	0	129,500	
6160.000	PACKAGING		115,500	
6160.120	MANUALS		14,000	
6170	POS MATERIALS	0	760,000	
6170.000	COLLATERAL MATERIALS		610,000	
6170.050	MERCH VIDEOS / SALES KITS		150,000	
6190	PRODUCT PROMOTIONS	0	0	
6180.200	CORPORATE		0	
6190.var	CONSUMER		0	
6190.011	FREE SOFTWARE		0	
6192.000	DIRECT MARKETING		0	
6195.000	TRADE		0	
6200	SALES MATERIALS	250,000	470,500	
6200.000	POSTERS		0	
6200.001	SELL SHEETS/CATALOGS		70,500	
6200.002	VIDEOS/SALES KITS		0	
6200.003	MISCELLANEOUS	250,000	400,000	
TOTAL		250,000	9,023,941	
				Current Budget
				Base Line
				Over/Savings
				9,023,941
				7,460,220
				-1,563,721

SEGA SPORTS FY '97 MARKETING BUDGET - Preliminary

2/6/96

TITLE	81103	PN#	PN#	PN#
MARKETING MANAGER	<u>NBA Action (SS)</u>	<u>W. Series '96 (Gen.)</u>	<u>W. Series II (SS)</u>	<u>Manx TT</u>
RELEASE DATE	Brad Hogan	Anne Moellering	Anne Moellering	Anne Moellering
	Apr-96	Jul-96	Jul-96	Sep-96

G/L #	DESCRIPTION				
6100	TOTAL MEDIA	75,000	1,725,000	1,725,000	0
6100.100	NAT'L TV: UPFRONT TEENS				
6100.101	SCATTER TEENS		1,000,000	1,000,000	
6100.102	UPFRONT KIDS				
6100.103	SCATTER KIDS				
6100.104	DIRECT MARKETING				
6100.200	SPOT TV: TEENS		500,000	500,000	
6100.201	KIDS				
6100.202	MOMS				
6100.300	RADIO: NATIONAL				
6100.301	SPOT				
6100.051	PRINT: CONSUMER		150,000	150,000	
6100.052	ENTHUSIAST	75,000	75,000	75,000	
6100.053	TRADE				
6100.054	DIRECT MARKETING				
6100.005	OTHER: In-Stadium/Arena/School				
6110	TOTAL AGENCY FEES	3,088	71,029	71,029	0
6110.005	Media (Total Media * 3.50%)	3,088	71,029	71,029	0
6110.006	Direct Marketing Agencies				0
6110.002	GBS - Creative				
6120	TOTAL PRODUCTION EXP	25,000	150,000	150,000	0
6120.000	TV		125,000	125,000	
6120.001	RADIO				
6120.003	PRINT -	25,000	25,000	25,000	
6120.004	PRINT - Other				
6120.005	TALENT/RESIDUALS				
6120.006	DUBS/SHIPPING				
6120.007	MISCELLANEOUS				
6130	PUBLIC RELATIONS	0	0	0	0
6130.100	SKU PROJECTS				
6130.006	EPROMS				
6150	TRADE SHOWS	0	0	0	0
6160	PACKAGING	18,500	18,500	18,500	18,500
6160.000	PACKAGING	16,500	16,500	16,500	16,500
6160.120	MANUALS	2,000	2,000	2,000	2,000
6170	POS MATERIALS	0	212,500	212,500	0
6170.000	COLLATERAL MATERIALS		175,000	175,000	
6170.050	MERCH VIDEOS / SALES KITS		37,500	37,500	
6190	PRODUCT PROMOTIONS	0	50,000	50,000	0
6180.200	CORPORATE				
6190.var	CONSUMER		50,000	50,000	
6190.011	FREE SOFTWARE				
6192.000	DIRECT MARKETING				
6195.000	TRADE				
6200	SALES MATERIALS	1,500	1,500	1,500	1,500
6200.000	POSTERS				
6200.001	SELL SHEETS/CATALOGS	1,500	1,500	1,500	1,500
6200.002	VIDEOS/SALES KITS				
6200.003	MISCELLANEOUS				
TOTAL		123,088	2,228,529	2,228,529	20,000

SEGA SPORTS FY '97 MARKETING BUDGET - Preliminary

2/6/96

TITLE	PN#	PN#	PN#	PN#	Gen #
MARKETING MANAGER	<u>Indy 500</u>	<u>Soccer</u>	<u>NFL Football</u>	<u>Sports branding</u>	<u>GEN EXP</u>
RELEASE DATE	Anne Moellering Sep-96	Anne Moellering Sep-96	Anne Moellering Oct-96	brand group n/a	

G/L #	DESCRIPTION					
6100	TOTAL MEDIA	0	0	3,225,000	225,000	0
6100.100	NAT'L TV: UPFRONT TEENS					
6100.101	SCATTER TEENS			2,000,000		
6100.102	UPFRONT KIDS					
6100.103	SCATTER KIDS					
6100.104	DIRECT MARKETING					
6100.200	SPOT TV: TEENS			1,000,000		
6100.201	KIDS					
6100.202	MOMS					
6100.300	RADIO: NATIONAL					
6100.301	SPOT					
6100.051	PRINT: CONSUMER			150,000	150,000	
6100.052	ENTHUSIAST			75,000	75,000	
6100.053	TRADE					
6100.054	DIRECT MARKETING					
6100.005	OTHER: In-Stadium/Arena/School					
6110	TOTAL AGENCY FEES	0	0	132,794	9,265	0
6110.005	Media (Total Media * 3.50%)	0	0	132,794	9,265	0
6110.006	Direct Marketing Agencies					
6110.002	GBS - Creative					
6120	TOTAL PRODUCTION EXP	0	0	275,000	25,000	0
5120.000	TV			250,000		
6120.001	RADIO					
6120.003	PRINT -			25,000	25,000	
6120.004	PRINT - Other					
6120.005	TALENT/RESIDUALS					
6120.006	DUBS/SHIPPING					
6120.007	MISCELLANEOUS					
6130	PUBLIC RELATIONS	0	0	0	50,000	0
6130.100	SKU PROJECTS				50,000	
6130.006	EPROMS					
6150	TRADE SHOWS	0	0	0	36,000	0
6160	PACKAGING	18,500	18,500	18,500	0	0
6160.000	PACKAGING	16,500	16,500	16,500		
6160.120	MANUALS	2,000	2,000	2,000		
6170	POS MATERIALS	0	0	425,000	0	0
6170.000	COLLATERAL MATERIALS			350,000		
6170.050	MERCH VIDEOS / SALES KITS			75,000		
6190	PRODUCT PROMOTIONS	0	0	100,000	0	350,000
6180.200	CORPORATE					350,000
6190.var	CONSUMER			100,000		
6190.011	FREE SOFTWARE					
6192.000	DIRECT MARKETING					
6195.000	TRADE					
6200	SALES MATERIALS	1,500	1,500	1,500	60,000	150,000
6200.000	POSTERS					
6200.001	SELL SHEETS/CATALOGS	1,500	1,500	1,500	60,000	
200.002	VIDEOS/SALES KITS					
6200.003	MISCELLANEOUS					150,000
TOTAL		20,000	20,000	4,177,794	405,265	500,000

SEGA SPORTS FY '97 MARKETING BUDGET - Preliminary

		Gen #	GRAND	
TITLE		Licensing	TOTAL	
MARKETING MANAGER		Deion		
RELEASE DATE				
			0	
G/L #	DESCRIPTION			
6100	TOTAL MEDIA	0	6,975,000	
6100.100	NAT'L TV: UPFRONT TEENS		0	
6100.101	SCATTER TEENS		4,000,000	
6100.102	UPFRONT KIDS		0	
6100.103	SCATTER KIDS		0	
6100.104	DIRECT MARKETING		0	
6100.200	SPOT TV: TEENS		2,000,000	
6100.201	KIDS		0	
6100.202	MOMS		0	
6100.300	RADIO: NATIONAL		0	
6100.301	SPOT		0	
6100.051	PRINT: CONSUMER		600,000	
6100.052	ENTHUSIAST		375,000	
6100.053	TRADE		0	
6100.054	DIRECT MARKETING		0	
6100.005	OTHER: In-Stadium/Arena/School		0	
6110	TOTAL AGENCY FEES	0	287,206	
6110.005	Media (Total Media * 3.50%)	0	287,206	
6110.006	Direct Marketing Agencies		0	
6110.002	GBS - Creative		0	
6120	TOTAL PRODUCTION EXP	0	625,000	
6120.000	TV		500,000	
6120.001	RADIO		0	
6120.003	PRINT -		125,000	
6120.004	PRINT - Other		0	
6120.005	TALENT/RESIDUALS		0	
6120.006	DUBS/SHIPPING		0	
6120.007	MISCELLANEOUS		0	
6130	PUBLIC RELATIONS	0	50,000	
6130.100	SKU PROJECTS		50,000	
6130.006	EPROMS		0	
6150	TRADE SHOWS	0	36,000	
6160	PACKAGING	0	129,500	
6160.000	PACKAGING		115,500	
6160.120	MANUALS		14,000	
6170	POS MATERIALS	0	850,000	
6170.000	COLLATERAL MATERIALS		700,000	
6170.050	MERCH VIDEOS / SALES KITS		150,000	
6190	PRODUCT PROMOTIONS	0	550,000	
6180.200	CORPORATE		350,000	
6190.var	CONSUMER		200,000	
6190.011	FREE SOFTWARE		0	
6192.000	DIRECT MARKETING		0	
6195.000	TRADE		0	
6200	SALES MATERIALS	700,000	920,500	
6200.000	POSTERS		0	
6200.001	SELL SHEETS/CATALOGS		70,500	
6200.002	VIDEOS/SALES KITS		0	
6200.003	MISCELLANEOUS	700,000	850,000	
TOTAL		700,000	10,423,206	

Current Budget
Base Line
 Over/Savings
 10,423,206
7,460,220
 -2,962,986

NOMAD FY97 MARKETING BUDGET PLAN "B"

		TITLE	PN#	Gen #	GRAND
		MARKETING MANAGER	<u>Normed</u>	<u>BRAND EXP</u>	<u>TOTAL</u>
		RELEASE DATE	Malit		
			Release Date		0
<u>G/L #</u>	<u>DESCRIPTION</u>				
6100	TOTAL MEDIA		0	0	0
6100.100	NAT'L TV: UPFRONT TEENS				0
6100.101	SCATTER TEENS				0
6100.102	UPFRONT KIDS				0
6100.103	SCATTER KIDS				0
6100.104	DIRECT MARKETING				0
6100.200	SPOT TV: TEENS				0
6100.201	KIDS				0
6100.202	MOMS				0
6100.300	RADIO: NATIONAL				0
6100.301	SPOT				0
6100.051	PRINT: CONSUMER				0
6100.052	ENTHUSIAST				0
6100.053	TRADE				0
6100.054	DIRECT MARKETING				0
6100.005	OTHER: In-Stadium/Arena/School				0
6110	TOTAL AGENCY FEES		0	0	0
6110.005	Media (Total Media * 3.50%)		0	0	0
6110.006	Direct Marketing Agencies				0
6110.002	GBS - Creative				0
6120	TOTAL PRODUCTION EXP		0	0	0
6120.000	TV				0
6120.001	RADIO				0
6120.003	PRINT -				0
6120.004	PRINT - Other				0
6120.005	TALENT/RESIDUALS				0
6120.006	DUBS/SHIPPING				0
6120.007	MISCELLANEOUS				0
6130	PUBLIC RELATIONS		0	0	0
6130.100	SKU PROJECTS				0
6130.006	EPROMS				0
6150	TRADE SHOWS		30,000	0	30,000
6160	PACKAGING		40,000	0	40,000
6160.000	PACKAGING		40,000		40,000
6160.120	MANUALS				0
6170	POS MATERIALS		100,000	0	100,000
6170.000	COLLATERAL MATERIALS		100,000		100,000
6170.050	MERCH VIDEOS / SALES KITS				0
6190	PRODUCT PROMOTIONS		50,000	0	50,000
6180.200	CORPORATE				0
6190.var	CONSUMER		50,000		50,000
6190.011	FREE SOFTWARE				0
6192.000	DIRECT MARKETING				0
6195.000	TRADE				0
6200	SALES MATERIALS		25,000	0	25,000
6200.000	POSTERS				0
6200.001	SELL SHEETS/CATALOGS		10,000		10,000
6200.002	VIDEOS/SALES KITS				0
6200.003	MISCELLANEOUS		15,000		15,000
TOTAL			245,000	0	245,000

32X FY97 MARKETING BUDGET PLAN "B"

TITLE		PN#	PN#	Gen #	GRAND
MARKETING MANAGER		<u>Doom</u>	<u>Virtus Fighter</u>	<u>BRAND EXP</u>	<u>TOTAL</u>
RELEASE DATE		<u>Mailit</u>	<u>Mailit</u>		
		<u>Release Date</u>	<u>Release Date</u>		0
<u>G/L #</u>	<u>DESCRIPTION</u>				
6100	TOTAL MEDIA	0	0	0	0
6100.100	NAT'L TV: UPFRONT TEENS				0
6100.101	SCATTER TEENS				0
6100.102	UPFRONT KIDS				0
6100.103	SCATTER KIDS				0
6100.104	DIRECT MARKETING				0
6100.200	SPOT TV: TEENS				0
6100.201	KIDS				0
6100.202	MOMS				0
6100.300	RADIO: NATIONAL				0
6100.301	SPOT				0
6100.051	PRINT: CONSUMER				0
6100.052	ENTHUSIAST				0
6100.053	TRADE				0
6100.054	DIRECT MARKETING				0
6100.005	OTHER: In-Stadium/Arena/School				0
6110	TOTAL AGENCY FEES	0	0	0	0
6110.005	Media (Total Media * 3.50%)	0	0	0	0
6110.006	Direct Marketing Agencies				0
6110.002	GBS - Creative				0
6120	TOTAL PRODUCTION EXP	0	0	0	0
6120.000	TV				0
6120.001	RADIO				0
6120.003	PRINT -				0
6120.004	PRINT - Other				0
6120.005	TALENT/RESIDUALS				0
6120.006	DUBS/SHIPPING				0
6120.007	MISCELLANEOUS				0
6130	PUBLIC RELATIONS	0	0	0	0
6130.100	SKU PROJECTS				0
6130.006	EPROMS				0
6150	TRADE SHOWS	0	0	0	0
6160	PACKAGING	20,000	20,000	0	40,000
6160.000	PACKAGING	20,000	20,000		40,000
6160.120	MANUALS				0
6170	POS MATERIALS	20,000	20,000	0	40,000
6170.000	COLLATERAL MATERIALS	20,000	20,000		40,000
6170.050	MERCH VIDEOS / SALES KITS				0
6190	PRODUCT PROMOTIONS	0	0	0	0
6180.200	CORPORATE				0
6190.var	CONSUMER				0
6190.011	FREE SOFTWARE				0
6192.000	DIRECT MARKETING				0
6195.000	TRADE				0
6200	SALES MATERIALS	0	0	0	0
6200.000	POSTERS				0
6200.001	SELL SHEETS/CATALOGS				0
6200.002	VIDEOS/SALES KITS				0
6200.003	MISCELLANEOUS				0
TOTAL		40,000	40,000	0	80,000

PICO FY '97 MARKETING BUDGET PLAN "B"

2/6/96

		PN#	GRAND
TITLE		PICO	TOTAL
MARKETING MANAGER		Gable	
RELEASE DATE		Release Date	0
<u>G/L #</u>	<u>DESCRIPTION</u>		
6100	TOTAL MEDIA	3,780,000	3,780,000
6100.100	NAT'L TV: UPFRONT TEENS		0
6100.101	SCATTER TEENS		0
6100.102	UPFRONT KIDS	2,730,000	2,730,000
6100.103	SCATTER KIDS		0
6100.104	DIRECT MARKETING	300,000	300,000
6100.200	SPOT TV: TEENS		0
6100.201	KIDS		0
6100.202	MOMS		0
6100.300	RADIO: NATIONAL		0
6100.301	SPOT		0
6100.051	PRINT: CONSUMER	750,000	750,000
6100.052	ENTHUSIAST		0
6100.053	TRADE		0
6100.054	DIRECT MARKETING		0
6100.005	OTHER: In-Stadium/Arena/School		0
6110	TOTAL AGENCY FEES	155,647	155,647
6110.005	Media (Total Media * 3.50%)	155,647	155,647
6110.006	Direct Marketing Agencies		0
6110.002	GBS - Creative		0
6120	TOTAL PRODUCTION EXP	150,000	150,000
6120.000	TV	100,000	100,000
6120.001	RADIO		0
6120.003	PRINT -	50,000	50,000
6120.004	PRINT - Other		0
6120.005	TALENT/RESIDUALS		0
6120.006	DUBS/SHIPPING		0
6120.007	MISCELLANEOUS		0
6130	PUBLIC RELATIONS	0	0
6130.100	SKU PROJECTS		0
6130.006	EPROMS		0
6150	TRADE SHOWS	15,000	15,000
6160	PACKAGING	0	0
6160.000	PACKAGING		0
6160.120	MANUALS		0
6170	POS MATERIALS	300,000	300,000
6170.000	COLLATERAL MATERIALS	300,000	300,000
6170.050	MERCH VIDEOS / SALES KITS		0
6190	PRODUCT PROMOTIONS	0	0
6180.200	CORPORATE		0
6190.var	CONSUMER		0
6190.011	FREE SOFTWARE		0
6192.000	DIRECT MARKETING		0
6195.000	TRADE		0
6200	SALES MATERIALS	130,000	130,000
6200.000	POSTERS		0
6200.001	SELL SHEETS/CATALOGS	30,000	30,000
6200.002	VIDEOS/SALES KITS		0
6200.003	MISCELLANEOUS	100,000	100,000
TOTAL		4,530,647	4,530,647

Third Party Loans

CURRENT SATURN LICENSEES

"A" Licensees

Acclaim
Capcom
Electronic Arts
Virgin

Total = 4 Licensees

"B" Licensees

Accolade
BMG
Crystal Dynamics
Data East
Domark
Fox Interactive
Interplay
JVC
Koei
Konami
Lucas Arts
Playmates
Scavenger
Softbank
UbiSoft
US Gold
Williams/TWI
Working Designs

Total = 18 "B" Licensees

"C" Licensees

American Softworks
Atlus
Bethesda
Caps
Digital Pictures
Dreamworks
Gametek
Hot• B
Jaleco
Natsume
Ocean
Philips
Readysoft
Sun
Tecmo
T•HQ
Titus
Velocity
Vic Tokai

Total = 19 "C" Licensees

TOTAL CURRENT SATURN LICENSEES = 41

TOP THIRD PARTY LICENSEES

Top 10 Saturn Licensees

<u>Licensee</u>	<u>Rating</u>	<u>Est. # of Titles for FY'97</u>
Acclaim	A	15 *
Capcom	A	5 *
EA	A	10
Virgin	A	10 *
Konami	B	6
Interplay	B	5
Scavenger	B	2 *
Softbank	B	5
US Gold	B	8
Williams/TWI	B	5

Top 10 PSX Licensees

<u>Licensee</u>	<u>Rating</u>	<u>Est. # of Titles for FY'97</u>
Acclaim	A	15
Capcom	A	8 *
EA	A	15 *
Namco	A	4 *
Psygnosis	A	5 *
Virgin	A	10 *
Interplay	A	10 *
Konami	B	8 *
Mindscape	B	3 *
Williams	B	8 *

* Includes an exclusive titles or a titles with a window of exclusivity

**TOTAL = 4 "A" LICENSEES WITH
40 EXCLUSIVE OR SEMI-EXCLUSIVE TITLES**

**TOTAL = 7 "A" LICENSEES WITH
67 EXCLUSIVE OR SEMI-EXCLUSIVE TITLES**

EXCLUSIVE THIRD PARTY TITLES - FY'97

SATURN

Exclusive Titles

Command & Conquer - Virgin
The Elders Scroll - Bethesda
F1 Challenge - Virgin
Night Warriors - Capcom
Shining Wisdom - Working Designs
Ultimate MK 3 - Williams

Mr. Bones.
Amazonia.
3-Dirty Divines.

TOTAL - 6 EXCLUSIVE TITLES

LIMITED EXCLUSIVITY

Amok - Scavenger
Heart of Darkness - Virgin
Scorcher - Scavenger
Tomb Raiders - US Gold/Core
X-Men: Children of the Atom - Acclaim

TOTAL = 5 LIMITED TITLES

PSX

Exclusive Titles

Final Fantasy 7 - Square
F1 World Championship - Psygnosis
Open Ice - Williams
Resident Evil - Capcom
Ridge Racer Revolution - Namco *US. Daybreak*
Slayer - SSI
Soul Edge - Namco
Steel Harbinger - Mindscape
Tekken 2 - Namco
Warhammer - Mindscape

Macem

TOTAL = 10 EXCLUSIVE TITLES

LIMITED EXCLUSIVITY

Fade to Black - EA
Destruction Derby 2 - Psygnosis
NBA Live '96 - EA
Need for Speed - EA
Reboot - EA
Sentient - Psygnosis
Shredfest - EA
Soul Storm - Odd World
Tenka - Psygnosis
Toshinden 2 - Playmates *Takawa*
Wipeout 2 - Psygnosis
Z - Virgin

TOTAL = 12 LIMITED TITLES

KEY THIRD PARTY TITLES - FY'97

<u>CATEGORY</u>	<u>TITLE</u>	<u>PUBLISHER</u>
SPORTS	NFL Madden '97	Electronic Arts
	NBA Live '97	Electronic Arts
	NHL Hockey '97	Electronic Arts
	NHL Powerplay '96	Virgin
	Tecmo Superbowl 3	Tecmo
	3D Baseball	Crystal Dynamics
3D ACTION	Alien Trilogy	Acclaim
	Absolute Doom	GTI
	Hexen	GTI
	Quake*	GTI
	Duke Nukem 3D*	Apogee
	Tomb Raiders	US Gold
	Scorcher	Scavenger
	Amok	Scavenger
	Descent	Interplay
Descent 2*	Interplay	
FIGHTING	Marvel Super Heroes	Capcom
	Ultimate Mortal Kombat	Williams
	Toshinden 2*	Takara
RPG	Shining Wisdom	Working Designs
	Death Trap Dungeon*	Domark
	The Elder Scroll: Arena	Bethesda
	Into the Shadows	GTI
ADVENTURE/STRATEGY	Command & Conquer	Virgin
	Myst 2	Sunsoft
	Fade to Black	EA
	Z*	TWI
	Warcraft II*	Blizzard
	Terra Nova*	Virgin

* Potential third party title

TARGET THIRD PARTY PUBLISHERS AND DEVELOPERS

KEY PUBLISHERS

- Acclaim
- Capcom
- Electronic Arts
- Domark/Core/US Gold
- GT Interactive
- Interplay
- Lucas Arts
- Time Warner Interactive
- Sierra On-Line
- Virgin Interactive
- Williams

KEY DEVELOPERS

- Argonaut
- Blizzard Entertainment
- Gremlin
- Papyrus
- Radical
- Scavenger
- Shiny Entertainment
- Single Trac
- Westwood Studios

SATURN SOFTWARE RELEASE CALENDAR FY97 - USA

	1996	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	YTD SEP
SATURN	SEGA	Panzer Dragoon 2 Guardian Heroes - Treasure Battle Arena Toshinden - Takara	Gungnifon - Gamearts Wipeout - Softbank Destruction Derby - Softbank	Baku Baku NBA Action	Golden Axe Heart of Darkness - Amazing Legend of Thor Nights Three Dirty Dwarves	Dark Savior - Climax Disc World - Softbank World Series Baseball	Manx TT mr. Bones	
	TOTAL	3	3	2	5	0	2	13
	Third Party	Blazing Dragon - Crystal Dynamics Fox Hunt - Capcom Highway 2000 - Natsume In the Hunt - T.HQ Shining Wisdom - Working Designs Virtual Golf - US Gold Virtual Open Tennis - Acclaim WWF Wrestlingmania - Acclaim X-Men - Acclaim	Alien Trilogy - Acclaim Bottom of the 9th - Konami Caesar - Interplay Earthworm Jim 2 - Playmates Fox Hunt - Capcom Frank Thomas Baseball - Acclaim Hyper 3D Pinball Primal Rage - TWI S.T.O.R.M. - American Softworks Shell Shock - US Gold Shockwave Assault - EA Skeleton Warriors - Playmates Siam 'n Jam - Crystal Dynamics Ultimate MK 3 - Williams	Big Bass Championship - Hot-B Blam! Machine Head - US Gold Criticom - Vic Tokai Cyberseed - Namco Deadly Skies - JVC Die Hard Trilogy - Fox Impact Racing - JVC Major Damage - Capcom NHL Powerplay '96 - Virgin Offensive - Ocean Return Fire - TWI Road Rash - EA Shokendo - Jaleco Spot Goes to Hollywood - Virgin The Show - Virgin VR Baseball '96 - Interplay	3D Baseball - Crystal Dynamics Alien Odyssey - Philips Loaded - Interplay Need for Speed - EA Olympic Basketball - US Gold Pro Pinball - Acclaim Ray Earth - Working Designs Return Fire - TWI Striker - Acclaim Summer Olympics - US Gold The Swagman - US Gold Triple Play '96 - EA Z - TWI	4 x 4 Gears 'n' Guts - Amer Softworks Command & Conquer - Virgin Kumate - Konami M. Thompsons Super Cross - Playmat MVP Baseball '96 - Data East Syndicate Wars - EA The Elder Scrolls: Arena - Bethesda VR Golf '96 - Interplay	Amok - Scavenger Decent - Interplay Devil Summoner - Atus Gotha 2 - Koel Lunar: The Silver Star - Working Designs Ninja - US Gold Rayman 2 - Ubi Soft Speed Freak - US Gold Star Control 3 - Accolade Werewolf - Capcom Zone Raiders - Virgin Zork 2 Nemesis - Activision	
TOTAL	7	7	14	13	8	12	49	
TOTAL	10	10	16	18	8	14	62	

	1996 / 1997	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	TTL FY97
SATURN	SEGA	3D Sonic Bug Tool Fighting Vipers NFL Football Soccer	Rigford Saga 2 Assault Rigs - Softbank Krazy Ivan - Softbank	Virtual On Virtua Cop 2 Roach Racing	Alien Hive/Star Wars - SIDD			
	TOTAL	5	3	3	1	0	0	21
	Third Party	Abeokute Doom - GTI Aerobiz '96 - Koel Area 51 - TWI Bubble Bobble - Acclaim Bust a Move - Acclaim Dark Sun - Data East Hexen - GTI Hulk 2 - US Gold Lethal Enforcers - Konami NHL Hockey '97 - EA Scorchers - Scavenger Tecmo Superbowl 3 The Tick - Fox Tomb Raiders - US Gold Toonstruck - Virgin Unnecessary Roughness - Accolade Wing Commander IV - EA	Contra - Konami FIFA '97 - EA Grand Theft Auto - BMG High Velocity 2 - Atus Jack Nicklaus Golf - Accolade Jumper - Accolade Manic Carts - Virgin Marvel Super Heroes - Capcom NHL Powerplay 2 - Virgin PGA Golf - EA Space Jam - Acclaim Supercross - Acclaim Wizards 6 & 7 - Data East	11th Hour - Virgin Crow 2 - Acclaim Fade to Black - EA King of Boxing 2 - JVC Madden NFL '97 - EA Mystery of 7 Mansions - Koel Squid - Acclaim WWF 5 - Acclaim Yur It - Virgin	Criticom II - Vic Tokai Fro & Klawd - BMG Myel 2 - Sunsoft NFL Football - Virgin Voyeur - Philips	Alien vs. Predator - Fox The Mutant Chronicles - Acclaim	PTO II - Koel	
TOTAL	5	13	9	5	2	1	76	
TOTAL	10	16	12	6	2	1	97	

PLAYSTATION SOFTWARE RELEASE CALENDAR FY97 - USA

	1996	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	YTD SEP.
PLAYSTATION	SONY	Chronicles of the Sword	Total NBA '96 Crash Bandigo	Beyond the Beyond Sentient - Psygnosis	Razor Wings	F1 World Championship - Psygnosis	Tenka - Psygnosis Arc the Lad	
	TOTAL		1	2	2	1	0	2
	Third Party	Alien Trilogy - Acclaim Blazing Dragons - Crystal Dynamics CyberBykes - Gametek Dark Stalkers - Capcom Hardball 5 - Accolade Legacy of Cain - Crystal Dynamics Mega Race 2 - Mindscape NHL Powerplay 96 - Virgin Slam 'n 'Jam - Crystal Dynamics Virtual Golf - US Gold VR Pool - Interplay VR Soccer - Interplay	4 x 4 Gears 'n Guts - Amer Softworks Aftermath - Interplay Bottom of the 9th - Konami Buster Bros - Capcom Frank Thomas Baseball - Acclaim Galaxian 3 - Namco Myst - Acclaim NBA Live '96 - EA Return Fire - TWI Shell Shock - US Gold Steel Harbringer - Mindscape Strike Point - Amer Technos VR Golf - Interplay Z - Virgin	Bass World Champ - Hot B Dark Net - Amer Softworks Deadly Skies - JVC Die Hard Trilogy - Fox Fox Hunt - Capcom Impact Racing - JVC Metal Jacket - EA Need for Speed - EA Ridge Racing Revolution - Namco Syndicate Wars - EA The Show - Virgin The Swagman - US Gold Toshinden 2 - Playmates	3D Baseball - Crystal Dynamics Alien Odyssey - Philips Fade to Black - EA Freelancer 2120 - Amer Softworks Olympic Basketball - US Gold Tekken 2 - Namco Triple Play '96 - EA	Kumate - Konami MVP Baseball - Data East Namco Classic Museum - Namco	3D Football - Capcom Bubsy 3D - Accolade Cyberspeed 2 - Mindscape Ninja - US Gold Rayman 2 - Ubi Soft Shredfest - EA Star Control 3 - Accolade Unnecessary Roughness - Accolade Warhammer - Mindscape Werewolf - Capcom Wing Commander IV - EA Zone Raiders - Virgin Zork 2 Nemesis - Activision	
TOTAL		12	10	13	7	3	13	45
TOTAL		13	12	15	8	3	15	51

	1996 / 1997	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	TTL FY97
PLAYSTATION	SONY		NFL Gameday '97 NHL Faceoff '97	Final Fantasy 7 - Square	Warhawk 2 Twisted Metal 2	Wipeout 2 - Psygnosis Destruction Derby 2 - Psygnosis		
	TOTAL		0	2	1	2	0	8
	Third Party	Contra - Konami Hexen - GTI Hulk 2 - US Gold Jumper - Accolade NCAA Final Four - Mindscape NHL Hockey '97 - EA Project Overkill 2 - Konami Shining Sword - ALG Soul Storm - Oddworld Tecmo Superbowl 3 - Tecmo The Tick - Fox Tomb Raiders - US Gold Toonstruck - Virgin	11th Hour - Virgin Descent 2 - Interplay FIFA '97 - EA Manic Carts - Virgin Marvel Super Heroes - Capcom Open Ice - Williams Pool Shark - Mindscape Soul Edge - Namco Space Jam - Acclaim Supercross - Acclaim	Criticom II - Vic Tokai Crow 2 - Acclaim Madden NFL '97 - EA NBA In the Zone '97 - Konami Squid - Acclaim WWF 5 - Acclaim	NFL Football - Virgin Voyeur - Philips			
TOTAL		4	10	6	2	0	0	65
TOTAL		4	12	7	4	0	0	73

* TOTAL 100-120 TITLES EXPECTED FOR FY97

Pertinent Emails

Kalinske, Tom

From: Kodama,Hideyuki ,OCP ,WIN
To: Fornasier, Diane
Cc: Yamamoto, Yutaka; Toyoda, Shinobu; Ribero, Mike; Kaneshiro, Makoto; Kalinske, Tom; Sato, Terushige ,OCP ,WIN; Usui, Okitane ,OCP ,WIN; Irimajiri, Shoichiro, VIP ,WIN; Sakurai, Daizaburo ,VIP ,WIN; Takeshita, Naoyoshi ,VIP ,WIN; Kaji, Osamu ,CSPD,WIN; Miura, Katsuhiko ,CSPD,WIN; Ohba, Toshihiro ,CSPD,WIN; Shinagawa, Kouji ,CSPD,WIN
Subject: òÈ: RE: òÈ: Saturn Internet peripherals
Date: Monday, April 01, 1996 1:59AM

Microsoft Mail v3.0 IPM.Microsoft Mail.Note

ìÀÀóÉI: Kodama,Hideyuki ,OCP ,WIN

êÀÉµ: Fornasier, Diane

ébéb: Sato, Terushige ,OCP ,WIN

Usui, Okitane ,OCP ,WIN

Irimajiri, Shoichiro, VIP ,WIN

Sakurai, Daizaburo ,VIP ,WIN

Takeshita, Naoyoshi ,VIP ,WIN

Kaji, Osamu ,CSPD,WIN

Miura, Katsuhiko ,CSPD,WIN

Ohba, Toshihiro ,CSPD,WIN

Shinagawa, Kouji ,CSPD,WIN

Kalinske, Tom

Kaneshiro, Makoto

Ribero, Mike

Toyoda, Shinobu

Yamamoto, Yutaka

îÀû%o: òÈ: RE: òÈ: Saturn Internet peripherals 3

ô·òt: 1996-04-01 18:34

ùDÉµÀçê“:

âüâbâZüfâW ID: 32DAFCD2

ÉeâüâbâZüfâW ID: E78012C5

ò²èÀ ID: 54BB4C18

Given the fact that SOJ direct production cost will be around \$100, we think it is unrealistic to have SRP \$149. SOJ has to cover tooling cost, development cost, and overhead which are not included in \$100 direct production cost.

The SRP will be \$199.99, and "A" will be \$129.99 at the lowest if we give retailers normal 35% margin.

However, I don't think we have to give them normal 35% margin, since \$199 retail price is too high compared to other peripherals. I believe 15% margin will be enough, and "A" will be \$169.99.

When we get more precise SOJ cost, we will let you know.

Best regards.

À: Kodama,Hideyuki ,OCP ,WIN
É: Fornasier, Diane
é: Usui,Okitane ,OCP ,WIN; Sato,Terushige ,OCP ,WIN;
Irimajiri,Shoichiro, VIP ,WIN; Kaji,Osamu ,CSPD,WIN; Kalinske,
Tom; Kaneshiro, Makoto; Miura,Katsuhiko ,CSPD,WIN; Ohba,Toshihiro
,CSPD,WIN; Ribero, Mike; Sakurai,Daizaburo ,VIP ,WIN;
Shinagawa,Kouji ,CSPD,WIN; Takeshita,Naoyoshi ,VIP ,WIN; Toyoda,
Shinobu; Yamamoto, Yutaka
%: RE: Saturn Internet peripherals@2
-: 1996öN 4iÄ 1ö· iÄùjô· 10:12

Please be advised that the \$97 is SOJ's target production cost, which is not FOB price to SOA.

We will advise formal FOB price to SOA later.

Best regards.

À: Kodama,Hideyuki ,OCP ,WIN
É: Fornasier, Diane
é: Usui,Okitane ,OCP ,WIN; Sato,Terushige ,OCP ,WIN;
Irimajiri,Shoichiro, VIP ,WIN; Kaji,Osamu ,CSPD,WIN; Kalinske,
Tom; Kaneshiro, Makoto; Miura,Katsuhiko ,CSPD,WIN; Ohba,Toshihiro
,CSPD,WIN; Ribero, Mike; Sakurai,Daizaburo ,VIP ,WIN;
Shinagawa,Kouji ,CSPD,WIN; Takeshita,Naoyoshi ,VIP ,WIN; Toyoda,
Shinobu; Yamamoto, Yutaka
%: RE: Saturn Internet peripherals
-: 1996öN 4iÄ 1ö· iÄùjô· 9:59

I will get back to you when we confirm the specification, production cost, and production schedule with SOJ H/W P/D.

best regards.

À: Fornasier, Diane
É: Kodama,Hideyuki ,OCP ,WIN
é: Usui,Okitane ,OCP ,WIN; Sato,Terushige ,OCP ,WIN;
Irimajiri,Shoichiro, VIP ,WIN; Kaji,Osamu ,CSPD,WIN; Kalinske,
Tom; Kaneshiro, Makoto; Miura,Katsuhiko ,CSPD,WIN; Ohba,Toshihiro
,CSPD,WIN; Ribero, Mike; Sakurai,Daizaburo ,VIP ,WIN;
Shinagawa,Kouji ,CSPD,WIN; Takeshita,Naoyoshi ,VIP ,WIN; Toyoda,
Shinobu; Yamamoto, Yutaka
%: RE: Saturn Internet peripherals
-: 1996öN 3iÄ 30ö· öyùjô· 17:57

I understand this subject was discussed while Tom Kalinske was in Japan earlier this week to summarize our position for product, here are SOA's priorities:

- 1.) We need to retail for no more than \$149.99.
- 2.) We require 28.8K modem.
- 3.) We want to sell beginning Fall 1996.
- 4.) We would like the X-band, but not if the retail price would have to be higher than \$149.99.

Tom mentioned that he was quoted \$97.00 while in Japan. Could you please confirm this FOB price, as well as the final specifications and availability

of this product?

We are preparing for an introduction at E3, and need to finalize the specs, pricing, and timing very soon.

Best Regards.

From: Kodama,Hideyuki ,OCP ,WIN on Thu, Mar 14 1996 5:48 PM
Subject: Saturn Internet peripherals
To: Fornasier, Diane
Cc: Sato,Terushige ,OCP ,WIN; Usui,Okitane ,OCP ,WIN;
Irimajiri,Shoichiro, VIP ,WIN; Sakurai,Daizaburo ,VIP ,WIN;
Takeshita,Naoyoshi ,VIP ,WIN; Kaji,Osamu ,CSPD,WIN;
Miura,Katsuhiko ,CSPD,WIN; Ohba,Toshihiro ,CSPD,WIN;
Shinagawa,Kouji ,CSPD,WIN; Kalinske, Tom; Kaneshiro, Makoto; Ribero,
Mike; Toyoda, Shinobu; Yamamoto, Yutaka

Please be advised that the combinations I forwarded to you are preliminary one.

We may send another combination later.

The points will be;

1. Baud rate 14.4K or 28.8K.
2. When SOA wants to sell.
3. If SOA need X-band.

Best regards.

From: Kodama,Hideyuki ,OCP ,WIN
To: Fornasier, Diane@255SLMAC
Cc: Kalinske, Tom; Toyoda, Shinobu; Ribero, Mike; Kaneshiro, Makoto;
Yamamoto, Yutaka; Irimajiri,Shoichiro, VIP ,WIN; Takeshita,Naoyoshi ,VIP
,WIN; Sakurai,Daizaburo ,VIP ,WIN; Sato,Terushige ,OCP ,WIN;
Usui,Okitane ,OCP ,WIN; Miura,Katsuhiko ,CSPD,WIN;
Ohba,Toshihiro ,CSPD,WIN; Kaji,Osamu ,CSPD,WIN;
Shinagawa,Kouji ,CSPD,WIN
Subject: Saturn Internet peripherals
Date: 19960314 13:35

For SOJ to develop above peripherals for E3, we need direction from SOA with which combination of system SOJ should develop.

I have summarized the choice in below, so would you please review and give us direction by 3/20/96 ?

(Baud rate)	(SOJ cost)	(Mass production)	(X-Band)	(Interface to Saturn)
A. 14.4K BPS	\$90	Summer 1996	Yes	Cartridge slot
B. 28.8K BPS	\$150	Winter 1997	Yes	Cartridge slot
C. 28.8K BPS	\$120	Fall 1996	No	Cartridge slot
D. 28.8K BPS	\$120	Winter 1997	No	Communication connector

Option A is a conversion type from SOJ domestic one.
We can meet 1996 Christmas if you can satisfy 14.4k BPS.
I don't think US market will accept 14.4K BPS.

Option B is also a conversion type from SOJ domestic one.
However, it will take longer period to accommodate 28.8K,
and we can not meet Christmas.

Option C is a conversion type from PLUTO.
We can meet Christmas if you give up X-Band option.

Option D is an new idea.
The interface with Saturn H/W will be done by communication connector
which is mounted at the rear of H/W.
Player need not to plug out back up RAM cartridge at cartridge slot
when he plays Internet.

Personally, I recommend option C due to the following reasons;

1. Baud rate is 28.8K
2. Can meet 1996 Christmas
3. I think X-band is not as popular as Internet service.
4. I don't think it a big obstacle to remove cartridge from
cartridge slot when he play Internet.
Fewer people are using cartage slot when they play game.

Please keep in mind that SOJ cost is not FOB price to SOA, and
it is tentative, can be fluctuated.

Please review and give us direction by 3/20/96.

Best regards.

Kalinske, Tom

From: Kalinske, Tom
To: Toyoda, Shinobu; Ciciretto, Len; Goveia, Steve; Werner, Bud; Ribero, Mike; Fornasier, Diane@255SLMAC
Cc: Abramson, Tom; Cohen, Neil@255SLMAC; Koch, Steven; McEnany, Lee@255SLMAC; Hector, Roger; Kaneshiro, Makoto
Subject: Detailed Plans/Tactics on Key Strategies
Date: Thursday, March 28, 1996 11:49AM

We need to develop detailed implementation plans for our key FY97 strategies:

1. Price competitive to Playstation, i.e., \$249.
2. Make Virtua Fighter 2 huge hit (launch Saturn VF-2 Remix Sept.).
3. Make key titles: Nights, Virtua-On, Fighting Vipers, Sonic-3D, WSB-97, NFL Football '97, hits.
4. Position Saturn as high tech console with Internet browser peripheral; introduce at E3.
5. Gain parity to Sony in in-store interactive displays, build 4,000 by Sept.97.
6. Regain advertising, P.R., (communication) "coolness"lead vs. Sony, advertise aggressively vs.Playstation.
7. Regain "sports" leadership.
8. Sell-through current Genesis/Game Gear/CD software inventory.
9. Get expenses/organization in line with likely sales; complete any restructuring by April 15.
10. Make Sega web-site leading, cool, best place to visit on Internet, develop Internet games.

Please feel free to correct/add to this list, but let's try to keep it to 10 strategies, we really need to focus on doing well this year, that will lead to our success.

Tom

Kalinske, Tom

From: Ciciretto, Len
To: Kalinske, Tom
Subject: RE: Warp Develops for Sega Saturn
Date: Saturday, March 30, 1996 8:17AM

I have already sent this to the sales people with a real positive note. I asked each of them to keep letting their account know about the trend in third party support. I told each of them to find a way to get us close to equal in sell through by June/July, so that going into our power months we can be in position to take over.

This kind of news is what the accounts need to hear. Your reports on store visits has also been sent to the salespeople. Every bit of positive news, no matter how small is going to them.

From: Kalinske, Tom
To: Ciciretto, Len; Fornasier, Diane
Subject: FW: Warp Develops for Sega Saturn
Date: Friday, March 29, 1996 1:55PM

Another example of why we will eventually win. TK

From: Kuchiishi, Kayoko
To: Miller, Joe@PDMACPO; Payne, Steve@PDMACPO; Fornasier, Diane@255SLMAC;
Hector, Roger; Bay, Carey; Ciciretto, Len; Kalinske, Tom; Koch, Steven;
Riberio, Mike; Werner, Bud; White, Bill; MALCOLM MILLER; Nakamoto, Rod
Cc: Hibi, Misao, EXC, WIN; Hamanaka, Shin@3rd Party Licen; Fischer,
Mike@255SLMAC; McEnany, Lee@255SLMAC; Cohen, Neil@255SLMAC; Kaneshiro,
Makoto; Yamamoto, Yutaka
Subject: Warp Develops for Sega Saturn
Date: Friday, March 29, 1996 1:26PM

FYI -- Following is the Nikkei Sangyo Newspaper of 3/28/96.

Warp will put off its software development for PlayStation indefinitely.
The company will shift the development of the upcoming title "Enemy Zero" to Sega Saturn from the PlayStation. The major reason for the shift is that Warp is not satisfied with SCE's distribution policy. Some developers have claimed SEC restricts its distribution too tightly.

From now on, Warp will develop software titles for Sega Saturn and M2 in Japan. The company may still supply PlayStation titles outside of Japan due to the less-restrictive overseas distribution.

Warp is a Japanese game software developer, AKA the developer of "D." The company has sold more than 1M copies of "D" worldwide. Sales of "Enemy Zero" are expected to be about the same as "D."

Kalinske, Tom

From: Yamamoto, Yutaka
To: Donlon, Kelly@3rd Party Licens; Bradford, Kerry@255SLMAC; Kalinske, Tom; Nakano, Yoshi; Ribero, Mike; Toyoda, Shinobu
Cc: Irimajiri, Shoichiro, VIP, WIN; Sakurai, Daizaburo, VIP, WIN; Sato, Hideki, VIP, WIN; Miura, Katsuhiko, CSPD, WIN; Murakoshi, Toshiyuki, MBD, WIN
Subject: Things to do for modem demo in E3.
Date: Friday, March 29, 1996 5:47PM
Priority: High

I discussed with Kerry and would like to let you know the following things to be done for internet saturn at E3.

(1) Select Access Provider (Kerry Bradford)

(2) Test browser on both modem and Pluto with access provider (Y. Yamamoto)

(3) Browser Marketing Strategy (SOA Exec)

There are several alternatives. Currently, two different vendors (Aplix and Planetweb) are developing browser. Aplix browser is for both 14.4 modem and Pluto. Planetweb browser is for Pluto, though they are anxious to develop it for modem, too. One idea is to use Aplix for Japanese market with 14.4 modem, and Planetweb for American market with 28.8 modem, Pluto. The other idea is to use both browser for American market, such as one browser with an access provider and the other with the other access provider. So, we need to define how browser should be demonstrated based on the marketing strategy.

(4) Commercial Service Selection (Kerry Bradford)

Net directory service should be available on browser screen, such as Yahoo button. Also, the other service like ESPNet should be considered, too, though it is relatively low priority for demo at E3.

(5) Regulation Issue (Y. Yamamoto)

Regulation issue should be checked. UL/FCC seems to be ok if we put the notice that it is a prototype. But the other issue is that there seems to be the regulation that we can not connect prototype to regular commercial telephone line. I will check and solve this problem.

(6) Netscape vs Microsoft (T. Kalinske)

Now, Microsoft is proposing to make browser compatible with MS Explorer extension. From technical point of view, it is easy and can be done by E3. I confirmed with both Aplix and Planetweb. Now, the problem is how we should market it. They are hating each other, and they don't want us to put their logo together. We need to figure out how it should be handled as soon as possible.

(7) Announcement (SOA Exec)

It depends on (6). But we need to prepare for announcement which is done prior to E3 or at E3. (MS is requesting joint announcement.)

(8) Pluto Differentiation (SOA marketing)

If Pluto is demonstrated next to modem, we need to think how it should be differentiated from modem.

(9) Upgrade Capability (SOA Marketing)

It is not necessary for E3 demo. But by the product launch, we need to come up with upgrade strategy. We can offer upgrade CD by charging the monthly maintenance agreement, such as \$5/month. It may be one of option we should think about.

All of the above information is confidential.

Thanks.

rgds, Y. Yamamoto

Kalinske, Tom

From: Kodama,Hideyuki ,OCP ,WIN
To: Fornasier, Diane
Cc: Yamamoto, Yutaka; Toyoda, Shinobu; Ribero, Mike; Kaneshiro, Makoto; Kalinske, Tom; Sato,Terushige ,OCP ,WIN; Usui,Okitane ,OCP ,WIN; Irimajiri,Shoichiro, VIP ,WIN; Sakurai,Daizaburo ,VIP ,WIN; Takeshita,Naoyoshi ,VIP ,WIN; Kaji,Osamu ,CSPD,WIN; Miura,Katsuhiko ,CSPD,WIN; Ohba,Toshihiro ,CSPD,WIN; Shinagawa,Kouji ,CSPD,WIN
Subject: ôÈ: RE: ôÈ: Saturn Internet peripherals
Date: Monday, April 01, 1996 1:59AM

Microsoft Mail v3.0 IPM.Microsoft Mail.Note

ìÀÅoÉI: Kodama,Hideyuki ,OCP ,WIN

êÂÉµ: Fornasier, Diane

ébéþ: Sato,Terushige ,OCP ,WIN

Usui,Okitane ,OCP ,WIN

Irimajiri,Shoichiro, VIP ,WIN

Sakurai,Daizaburo ,VIP ,WIN

Takeshita,Naoyoshi ,VIP ,WIN

Kaji,Osamu ,CSPD,WIN

Miura,Katsuhiko ,CSPD,WIN

Ohba,Toshihiro ,CSPD,WIN

Shinagawa,Kouji ,CSPD,WIN

Kalinske, Tom

Kaneshiro, Makoto

Ribero, Mike

Toyoda, Shinobu

Yamamoto, Yutaka

îÀû%: ôÈ: RE: ôÈ: Saturn Internet peripherals 3

ô·òt: 1996-04-01 18:34

ùDÉµÅçê“:

âüâþâZü[âW ID: 32DAFCD2

ÉeâüâþâZü[âW ID: E78012C5

òþèÀ ID: 54BB4C18

Given the fact that SOJ direct production cost will be around \$100, we think it is

unrealistic to have SRP \$149.

SOJ has to cover tooling cost, development cost, and overhead which are not included in \$100 direct production cost.

The SRP will be \$199.99, and "A" will be \$129.99 at the lowest if we give retailers normal 35% margin.

However, I don't think we have to give them normal 35% margin, since \$199 retail price is too high compared to other peripherals.

I believe 15% margin will be enough, and "A" will be \$169.99.

When we get more precise SOJ cost, we will let you know.

Best regards.

ÀÁ: Kodama,Hideyuki ,OCP ,WIN
Â: Fornasier, Diane
Ã: Usui,Okitane ,OCP ,WIN; Sato,Terushige ,OCP ,WIN;
Í: Irimajiri,Shoichiro, VIP ,WIN; Kaji,Osamu ,CSPD,WIN; Kalinske,
Tom; Kaneshiro, Makoto; Miura,Katsuhiko ,CSPD,WIN; Ohba,Toshihiro
,CSPD,WIN; Ribero, Mike; Sakurai,Daizaburo ,VIP ,WIN;
Shinagawa,Kouji ,CSPD,WIN; Takeshita,Naoyoshi ,VIP ,WIN; Toyoda,
Shinobu; Yamamoto, Yutaka
Û: RE: Û: Saturn Internet peripherals@2
Ô: 1996öN 4Û 1ô Û: 10:12

Please be advised that the \$97 is SOJ's target production cost, which is not FOB price to SOA.

We will advise formal FOB price to SOA later.

Best regards.

ÀÁ: Kodama,Hideyuki ,OCP ,WIN
Â: Fornasier, Diane
Ã: Usui,Okitane ,OCP ,WIN; Sato,Terushige ,OCP ,WIN;
Í: Irimajiri,Shoichiro, VIP ,WIN; Kaji,Osamu ,CSPD,WIN; Kalinske,
Tom; Kaneshiro, Makoto; Miura,Katsuhiko ,CSPD,WIN; Ohba,Toshihiro
,CSPD,WIN; Ribero, Mike; Sakurai,Daizaburo ,VIP ,WIN;
Shinagawa,Kouji ,CSPD,WIN; Takeshita,Naoyoshi ,VIP ,WIN; Toyoda,
Shinobu; Yamamoto, Yutaka
Û: RE: Û: Saturn Internet peripherals
Ô: 1996öN 4Û 1ô Û: 9:59

I will get back to you when we confirm the specification, production cost, and production schedule with SOJ H/W P/D.

best regards.

ÀÁ: Fornasier, Diane
Â: Kodama,Hideyuki ,OCP ,WIN
Ã: Usui,Okitane ,OCP ,WIN; Sato,Terushige ,OCP ,WIN;
Í: Irimajiri,Shoichiro, VIP ,WIN; Kaji,Osamu ,CSPD,WIN; Kalinske,
Tom; Kaneshiro, Makoto; Miura,Katsuhiko ,CSPD,WIN; Ohba,Toshihiro
,CSPD,WIN; Ribero, Mike; Sakurai,Daizaburo ,VIP ,WIN;
Shinagawa,Kouji ,CSPD,WIN; Takeshita,Naoyoshi ,VIP ,WIN; Toyoda,
Shinobu; Yamamoto, Yutaka
Û: RE: Û: Saturn Internet peripherals
Ô: 1996öN 3Û 30ô Û: 17:57

I understand this subject was discussed while Tom Kalinske was in Japan earlier this week to summarize our position for product, here are SOA's priorities:

- 1.) We need to retail for no more than \$149.99.
- 2.) We require 28.8K modem.
- 3.) We want to sell beginning Fall 1996.
- 4.) We would like the X-band, but not if the retail price would have to be higher than \$149.99.

Tom mentioned that he was quoted \$97.00 while in Japan. Could you please confirm this FOB price, as well as the final specifications and availability

of this product?

We are preparing for an introduction at E3, and need to finalize the specs, pricing, and timing very soon.

Best Regards.

From: Kodama,Hideyuki ,OCP ,WIN on Thu, Mar 14 1996 5:48 PM
 Subject: òÈ: Saturn Internet peripherals
 To: Fornasier, Diane
 Cc: Sato,Terushige ,OCP ,WIN; Usui,Okitane ,OCP ,WIN;
 Irimajiri,Shoichiro, VIP ,WIN; Sakurai,Daizaburo ,VIP ,WIN;
 Takeshita,Naoyoshi ,VIP ,WIN; Kaji,Osamu ,CSPD,WIN;
 Miura,Katsuhiko ,CSPD,WIN; Ohba,Toshihiro ,CSPD,WIN;
 Shinagawa,Kouji ,CSPD,WIN; Kalinske, Tom; Kaneshiro, Makoto; Ribero,
 Mike; Toyoda, Shinobu; Yamamoto, Yutaka

Please be advised that the combinations I forwarded to you are preliminary one.

We may send another combination later.

The points will be;

1. Baud rate 14.4K or 28.8K.
2. When SOA wants to sell.
3. If SOA need X-band.

Best regards.

 ìÀÀoÉl: Kodama,Hideyuki ,OCP ,WIN
 êÂÉµ: Fornasier, Diane@255SLMAC
 ébéb: Kalinske, Tom; Toyoda, Shinobu; Ribero, Mike; Kaneshiro, Makoto;
 Yamamoto, Yutaka; Irimajiri,Shoichiro, VIP ,WIN; Takeshita,Naoyoshi ,VIP
 ,WIN; Sakurai,Daizaburo ,VIP ,WIN; Sato,Terushige ,OCP ,WIN;
 Usui,Okitane ,OCP ,WIN; Miura,Katsuhiko ,CSPD,WIN;
 Ohba,Toshihiro ,CSPD,WIN; Kaji,Osamu ,CSPD,WIN;
 Shinagawa,Kouji ,CSPD,WIN
 îÂû%: Saturn Internet peripherals
 ô-òt: 1996öN 3îÄ 13ô· Éäùjô· 15:35

For SOJ to develop above peripherals for E3, we need direction from SOA with which combination of system SOJ should develop.

I have summarized the choice in below, so would you please review and give us direction by 3/20/96 ?

	(Baud rate)	(SOJ cost)	(Mass production)	(X-Band)	(Interface to Saturn)
A.	14.4K BPS	\$90	Summer 1996	Yes	Cartridge slot
B.	28.8K BPS	\$150	Winter 1997	Yes	Cartridge slot
C.	28.8K BPS	\$120	Fall 1996	No	Cartridge slot
D.	28.8K BPS	\$120	Winter 1997	No	Communication connector

Option A is a conversion type from SOJ domestic one.
We can meet 1996 Christmas if you can satisfy 14.4k BPS.
I don't think US market will accept 14.4K BPS.

Option B is also a conversion type from SOJ domestic one.
However, it will take longer period to accommodate 28.8K,
and we can not meet Christmas.

Option C is a conversion type from PLUTO.
We can meet Christmas if you give up X-Band option.

Option D is an new idea.
The interface with Saturn H/W will be done by communication connector
which is mounted at the rear of H/W.
Player need not to plug out back up RAM cartridge at cartridge slot
when he plays Internet.

Personally, I recommend option C due to the following reasons;

1. Baud rate is 28.8K
2. Can meet 1996 Christmas
3. I think X-band is not as popular as Internet service.
4. I don't think it a big obstacle to remove cartridge from
cartridge slot when he play Internet.
Fewer people are using cartage slot when they play game.

Please keep in mind that SOJ cost is not FOB price to SOA, and
it is tentative, can be fluctuated.

Please review and give us direction by 3/20/96.

Best regards.

Kalinske, Tom

From: Toyoda, Shinobu
To: Fornasier, Diane@255SLMAC
Cc: Usui, Okitane , OCP , WIN; Kalinske, Tom; Kaneshiro, Makoto; Ribero, Mike
Subject: CRASH BANDIGOO
Date: Wednesday, March 27, 1996 12:28PM

Now that this is Sony's fall (Sept. release) feature title, let's find out their marketing plans (TV creative direction, media budget, promotion, etc.) and reflect back to our Nights plans.

Kalinske, Tom

From: Ribero, Mike
To: McEnany, Lee@255SLMAC; Fornasier, Diane@255SLMAC; Carlson, Arvin@255SLMAC; Cohen, Neil@255SLMAC; Kaneshiro, Makoto; Koch, Steven; Yamamoto, Yutaka
Cc: Jordan, Anne; Kalinske, Tom; Toyoda, Shinobu
Subject: RE: òË: FW: New Saturn Box
Date: Tuesday, March 26, 1996 11:13AM

I agree. As we discussed in the meeting, having the banner too far in advance can cause problems. We can always sticker if we need to.

From: Kaneshiro, Makoto
To: McEnany, Lee@255SLMAC; Fornasier, Diane@255SLMAC; Carlson, Arvin@255SLMAC; Cohen, Neil@255SLMAC; Koch, Steven; Ribero, Mike; Yamamoto, Yutaka
Cc: Jordan, Anne; Kalinske, Tom; Toyoda, Shinobu
Subject: FW: òË: FW: New Saturn Box
Date: Tuesday, March 26, 1996 10:49AM

The e-mail below says we might not receive the modems from SOJ till later in the fall, while the Saturn box will mention loudly "Access the Internet" from July on, if Arvin send SOJ a new film with Internet being mentioned by 4/12.

Kodama-san's suggestion seems valid. What do you think?

From: Kodama,Hideyuki ,OCP ,WIN
To: Kaneshiro, Makoto
Cc: Yamamoto, Yutaka; Toyoda, Shinobu; Ribero, Mike; Kalinske, Tom; McEnany, Lee@255SLMAC; Fornasier, Diane@255SLMAC; Carlson, Arvin@255SLMAC; Cohen, Neil@255SLMAC
Subject: òË: FW: New Saturn Box
Date: Tuesday, March 26, 1996 3:03AM

Microsoft Mail v3.0 IPM.Microsoft Mail.Note

ìÀÁóÉì: Kodama,Hideyuki ,OCP ,WIN

êÁÉµ: Kaneshiro, Makoto

ébéþ: McEnany, Lee@255SLMAC

Fornasier, Diane@255SLMAC

Carlson, Arvin@255SLMAC

Cohen, Neil@255SLMAC

Kalinske, Tom

Ribero, Mike

Toyoda, Shinobu

Yamamoto, Yutaka

îÁû%o: òË: FW: New Saturn Box

ô·òt: 1996-03-26 19:59

ùDÉµÁçê":

âüâþâZü[âW ID: B7F8B8FC

òæÈ ID: B7F8B8FC

----- --
Yes, if Arvin send film for new Saturn H/W box by 4/12/96, SOJ can start mass production of new Saturn H/W from June, and SOA can receive them from July.

SOJ is trying to produce 28.8K Internet peripherals from late Summer, so that SOA can sell them for Christmas.

However, this is our goal and we can not guarantee.
SOJ has just started developing, and no one at SOJ knows the real production schedule.

If Arvin gives new H/W film featuring Internet peripherals, SOA will receive them in July.

But, SOA can not have Internet peripherals in July.
SOA will have to sell H/W with Internet advertising without actual Internet product !!!

I think it will make confusion.

Therefore, I strongly recommend Arvin to send film on 4/12/96 without Internet advertising first, and then send the film with Internet advertising later.

SOJ will switch the film to synchronize the launch timing of Internet peri and timing of H/W with Internet advertising.

If SOA and retailer has H/W which does not have Internet advertising when actual Internet peri launched, I recommend SOA to label sticker to those H/W.

Best regards.

From: Kaneshiro, Makoto
To: Kodama, Hideyuki , OCP , WIN
Cc: McEnany, Lee@255SLMAC; Fornasier, Diane@255SLMAC; Carlson, Arvin@255SLMAC; Cohen, Neil@255SLMAC; Kalinske, Tom; Ribero, Mike; Toyoda, Shinobu; Yamamoto, Yutaka
Subject: FW: New Saturn Box
Date: 1996-03-25 15:49

Microsoft Mail v3.0 IPM.Microsoft Mail.Note
From: Kaneshiro, Makoto
To: Kodama, Hideyuki , OCP , WIN
Cc: McEnany, Lee@255SLMAC
Fornasier, Diane@255SLMAC
Carlson, Arvin@255SLMAC
Cohen, Neil@255SLMAC
Kalinske, Tom
Ribero, Mike
Toyoda, Shinobu
Yamamoto, Yutaka
Subject: FW: New Saturn Box
Date: 1996-03-25 22:32
Priority:

Message ID: CD0BE69C
Parent message ID: 49BC0BE7
Conversation ID: 49BC0BE7

--

Kodama-san,

I understand if Arvin sends you a new film by 4/12, we will get the new Saturn in a new box with Internet copy by July, am I right?

I think you told me that the 28.8 modem would be available to sell in the US by this fall (Oct?). Is there any risk?

See below.

SOA management is considering to include the following wording on the front surface of the new Saturn box to appear in the market in this summer.

It says "Access the Internet!! Saturn Surfer", and on either the back or side surface of the box, a picture of prototype Internet access modem (to be sold in the fall 1996) will be featured.

We would like to inform consumers that they can access the Internet with Saturn when they purchase and plug-in the peripheral modem which is to be sold in the US this fall.

Would you please comment if you see any problem, and what needs to be done?

Best regards,
<<ââWâFâNâg: Picture>>

Kalinske, Tom

From: Kalinske, Tom
To: Miller, Joe
Cc: Mii, Nobuo; Toyoda, Shinobu; Ribero, Mike; Fornasier, Diane
Subject: Saturn Sports Tittles
Date: Friday, March 29, 1996 1:33PM

On my trip to SOJ this was a topic of grave concern, and certainly will be discussed at next weeks Global Review. Sony has taken the lead from us in a short period of time with a great NFL Football Game Day Product and now NBA Basketball game. We are struggling to produce a football game in time for next Fall's season (we missed last year altogether), and the marketing group is not confident the current Basketball game is good enough to even ship this spring, it clearly is not equal to Sony's NBA SHOOTOUT title. SOJ senior management and I feel that we have to be certain our NFL Football game this Fall is a superior product and shippable in time for football season, not at the end of it in December. What steps do you recommend we take to insure this? Should we add more talent to the team? Can we incentivize them to insure the schedule? We cannot afford to miss either schedule or quality on this title. On the larger subject of sports what do you recommend we do to recapture the talent and lead we have apparently lost? Lets review next week. Tom K.

Kalinske, Tom

From: Kalinske, Tom
To: Ciciretto, Len; Ribero, Mike
Cc: Fornasier, Diane@255SLMAC; Kaneshiro, Makoto; Toyoda, Shinobu; Werner, Bud
Subject: RE: Nomad
Date: Friday, March 29, 1996 9:52AM

I wasn't speaking of TV media, rather ad slicks, sales emphasis, reminder of the importance of fathers day/ graduation, end of school, summer vacation, etc. It's a good reason for an ad. That plus some extra coop might have been enough. We need to find a way other than just TV to move goods. Tom K.

From: Ciciretto, Len
To: Kalinske, Tom; Ribero, Mike
Cc: Fornasier, Diane@255SLMAC; Kaneshiro, Makoto; Toyoda, Shinobu; Werner, Bud
Subject: RE: Nomad
Date: Thursday, March 28, 1996 7:36PM

We evaluated the limited marketing budget for this year and decided this was not the place to put the money. We have almost no Genesis media this year, and I wouldn't want to spend the little we have on this product during this time period.

Tom, your going to hear this a lot this year, so you need to realize. When we cut every corner, there isn't much left.

From: Kalinske, Tom
To: Ciciretto, Len; Ribero, Mike
Cc: Fornasier, Diane@255SLMAC; Kaneshiro, Makoto; Toyoda, Shinobu; Werner, Bud
Subject: Nomad
Date: Thursday, March 28, 1996 11:49AM

Shouldn't we have made a bigger deal about Nomad for this Father's Day, end of school, start of summer period? It seems to me both Game Boy & Game Gear got a huge boost their first year from this time period. Did we do anything to facilitate this? extra coop?, layouts, etc? Is it too late?

Tom

Kalinske, Tom

From: Kalinske, Tom
To: Ribero, Mike; Fornasier, Diane@255SLMAC; Cohen, Neil@255SLMAC; McEnany, Lee@255SLMAC
Subject: Nintendo 64
Date: Thursday, March 28, 1996 11:49AM

It seems clear from all that we see in Japan that Nintendo is going to position and advertise Nintendo 64 as "The Ultimate Video Game Experience." Shouldn't we pre-empt this line, claim, in our advertising and PR now?

Tom

Kalinske, Tom

From: Kalinske, Tom
To: Toyoda, Shinobu; Irimajiri, Shoichiro, VIP ,WIN; Nakayama, Hayao ,VIP ,WIN; Takeshita, Naoyoshi ,VIP ,WIN
Cc: Kaneshiro, Makoto; Werner, Bud
Subject: RE: Nintendo
Date: Thursday, March 21, 1996 5:33PM

I have been saying the same thing. If the Video Game Industry does not find a way of increasing retailer margins, we will soon be left with only specialty store distribution. In the past year we have seen many retailers exit the business, ie Macy's, Shopko, Hills, Kohl's, etc.; more will this year if margin is not increased. The toy industry went through this several years ago and had to make changes to address this. FYI. Tom K.

From: Toyoda, Shinobu
To: Schneer, Joy@3rd Party Licensi; Chaney, Jane@3rd Party Licensi; McEnany, Lee@255SLMAC; Fornasier, Diane@255SLMAC; Cohen, Neil@255SLMAC; Abramson, Tom; Ciciretto, Len; Kalinske, Tom; Kaneshiro, Makoto; Ribero, Mike; Werner, Bud
Cc: Sato, Terushige ,OCP ,WIN; Usui, Okitane ,OCP ,WIN; Hoshino, Naohiko ,3RD-P,WIN; Maeda, Masanao ,3RD-P,WIN; Irimajiri, Shoichiro, VIP ,WIN; Nakayama, Hayao ,VIP ,WIN; Sakurai, Daizaburo ,VIP ,WIN; Takeshita, Naoyoshi ,VIP ,WIN
Subject: Nintendo
Date: Thursday, March 21, 1996 2:52PM

FYI - Mr. Arakawa of Nintendo told third parties lately that their doors decreased to 10,000 from 20,000 at peak, and expressed his concerns that some retailers are getting out of the video game business due to low margin.

Kalinske, Tom

From: Kalinske, Tom
To: Fornasier, Diane; Ribero, Mike
Cc: Bradford, Kerry; Koch, Steven; Toyoda, Shinobu; Kaneshiro, Makoto
Subject: The Saturn Internet Peripheral
Date: Thursday, March 21, 1996 11:01AM

We need a plan for this product. My feeling is that it is one of our key strategies for E-3 and for the year in terms of positioning Saturn as better than, higher tech than Sony, and as a true multi-media capable machine. I believe we need a TV commercial and print ad for the fall (wish we had it or a storyboard for E-3). We are still hoping to have an Internet compatible game, either Roach Racer or a title to be acquired for Christmas delivery. My "guess" for quota is 150k, but that it's impact on our business is far greater than this. Lets put this plan together and discuss. Tom K

Kalinske, Tom

From: Kalinske, Tom
To: Ribero, Mike; Toyoda, Shinobu
Cc: Kaneshiro, Makoto; Koch, Steven
Subject: FW: Internet Online Service
Date: Monday, March 18, 1996 10:24AM

FYI: TK

From: Bradford, Kerry
To: Kalinske, Tom
Cc: Yamamoto, Yutaka; Kelley, Robert
Subject: RE: Internet Online Service
Date: Monday, March 18, 1996 10:14AM

Carrier relationship:

For Pluto:

It sounds like Packard Bell will be signing an agreement this week. They have indicated that their relationship with CompuServe is a very beneficial one for them and will likely use them as the carrier (the contract draft I've seen indicates that PB will give us \$24 of the bounty being offered by CIS)

For Saturn/Internet peripheral:

I've met with 7 top access providers and have proposals from each. I have a preference to use 1 of 2 carriers (Netcom or Concentric) based on a combination of performance and revenue opportunities. We should go over the access provider proposal matrix and also outline the timing of the launch of the peripheral.

Search Company discussions:

For Pluto:

We need to discuss the ownership of the browser (Robert- make sure we have clarification of this matter in the contract as we discussed). From the discussions I've had with Frank and from the meetings with PB it is apparent that PB has interest in controlling certain aspects of the browser, including the interface. This would likely include a relationship with a Yahoo type search engine.

For Saturn/Internet peripheral:

I have a list of 5-10 different utility companies, including Yahoo, that we need to discuss deals with for our browser. Additionally, we need to have deals with content sites like ESPNET and others to give our consumers access to these premium services on a free trial or reduced rate basis.

These discussions are probably better if done in combination with the Pluto deals with these companies so that we can leverage the combined volumes to induce the utility and content companies' interest.

Once the PB deal is finalized, we will need to assign bodies to the above work so that we can have all the pieces in place in time for a launch sometime this year. I suggest we meet to discuss these issues sometime later

this week or early next week.

Kerry

From: Kalinske, Tom on Mon, Mar 18, 1996 8:54 AM
Subject: RE: Internet Online Service
To: Bradford, Kerry
Cc: Yamamoto, Yutaka

Ok, Then how to we proceed/what kind of deal can we make with a "carrier"?
Is this also worth discussing with Yahoo? Tom K.

From: Bradford, Kerry
To: Kalinske, Tom
Cc: Yamamoto, Yutaka
Subject: Internet Online Service
Date: Sunday, March 17, 1996 10:39AM

I received your memo asking when we would be able to offer access to online services from the Saturn/Internet browser.

According to both CompuServe and AOL we could not access their conventional proprietary content services without significant changes to their technology.

As such they don't see a solution to offering their existing content through the Saturn.

The articles you attached that discussed the AOL and CompuServe agreements with Microsoft and Netscape refer to AOL & CIS willingness to give their subscribers the option to view the web through the MS or Netscape browser instead of the proprietary browsers AOL & CIS have created. My understanding is that these deals do not provide a new interface to the AOL or CIS content.

Let me know if you have additional questions,

Kerry