



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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WE'RE MOVING!

Sega Amusements USA Moves to a New Home Just Down the Street

Elk Grove Village, IL January 11, 2006 – Sega Amusements USA, Inc. (SAU) announces we are moving offices **effective January 17, 2006**. Sega will be **closed Friday, January 13, and Monday, January 16**. Mail will be forwarded, but please direct any packages arriving on or after the 16th to our new address.

Sega Amusements USA, Inc.

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About the 800 Arthur

Sega conceptualized the move at the beginning of 2005 as a way to enhance our new corporate image, modernize the atmosphere and accommodate future growth of the company. 800 Arthur is a modern, state-of-the-art building located closer to Chicago's O'Hare International Airport as well as major Chicago-land interstates. Sega's new location also provides convenience indoors as both the Merchandise and Game divisions will house all products onsite within our 55,000 sq. ft., 12 dock warehouse. Our office floor has graduated to an impressive 15,000 sq. ft. with 'neighborhood' desk locations, plenty of conference space, and an advanced wireless phone system all under one roof.

Executive Vice President Jim Miskell has headed up the project and has made the transition a great success for the company. "We are thrilled to ring in the New Year with a new and improved office. It's important for a business like ours to have space, a good location, and an inviting atmosphere for our employees and guests. This Spring, we will host an open house, so the industry can get a taste of our new set-up," states Miskell, "We look forward to seeing you there."

About Sega Amusements USA, Inc.

Serving the North and South American markets, Sega Amusements USA, Inc. is a wholly owned subsidiary of Sega Corporation, Japan. Sega Amusements USA, Inc. is an industry leader in creating state-of-the-art interactive video, self contained merchandising, and redemption game play experiences through the utilization of complementary technologies and devices to enhance player enjoyment and loyalty. Products include single-player upright video games, self-contained merchandisers, and multi-player attendant operated simulators.

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