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SEGA RAISES ANTE WITH SEGA CASINO

DS Title Offers 11 Games of Casino Action

SAN FRANCISCO & LONDON (September 12, 2005) SEGA® of America, Inc. and SEGA Europe Ltd. today announced that it will publish *SEGA Casino*™ for the Nintendo DS™ System. *SEGA Casino* deals out plenty of gambling action for gamers on-the-go with a casino experience that features five games, and six unlockable games.

Players can place their bets on *SEGA Casino*'s Roulette, Craps, Baccarat, and other unlockable games, including Chuck-a-Luck, Keno, and three Video Poker variants (Jacks or Better, Double Bonus, and Deuces Wild). They can improve their skills by taking on AI opponents solo, or they can play wirelessly with up to four friends by using a single cartridge and downloading *SEGA Casino* temporarily onto other players' DS units. Card game fans will be able to challenge friends in heated rounds of Black Jack, Texas Hold 'em, and the unlockable 7 Card Poker!

Adding variety, players can double-down on *SEGA Casino*'s three gameplay styles: Free Mode, in which players can unlock games; Wireless Mode, which allows players to compete against four other friends in multiplayer card action via the Nintendo DS wireless connection; and Casino Mode, in which players attempt to turn \$1,000 into millions by winning tournaments. Card sharks and big-spenders can even unlock higher-limit Casino Rooms!

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About SEGA

SEGA® of America, Inc. is the American arm of Tokyo, Japan-based SEGA Corporation, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Inc. SEGA of America's Web site is located at www.sega.com.

About SEGA® Europe Ltd

SEGA Europe Ltd. is the European Publishing arm of Tokyo, Japan-based SEGA Corporation, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Europe. SEGA Europe's web site is located at www.sega-europe.com <http://www.sega-europe.com>