

August 7, 2003
SEGA CORPORATION
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Acquisition of Convertible Bonds

SEGA CORPORATION announced today that it acquired the convertible bonds to retire.
Details are as follows.

- 1) Name: Zero Coupon Convertible Bonds due 2004
(Issuer: SEGA CORPORATION, Date of Maturity: June 18, 2004)
- 2) Term: April 1, 2003 to August 6, 2003
- 2) Face Amount: ¥29,530 million

End

(Note) The documents or digital files that you are going to access may contain information subject to the regulation concerning insider trading in Securities Transaction Regulation No. 166. If you trade equity-related securities, including derivative instruments, of the Company within 12 hours of the announcement (before August 8, 2003, 4:00 JST, GMT+9:00) of related information, you may violate the insider trading regulations.