

May 8, 2003
SEGA CORPORATION
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Notice of the Revisions to the Consolidated Financial Results Forecasts

SEGA CORPORATION has revised its results forecast for the year ended March 31, 2003, which was originally announced on February 13, 2003. The details of the revisions are as follows.

1. Revisions to the Consolidated Financial Results Forecasts for the Year Ended March 31, 2003

Consolidated Financial Results Forecasts for the Year Ended March 31, 2003
(April 1, 2002 to March 31, 2003)

	Millions of yen		
	Net Sales	Recurring Profit	Net Income (Loss)
Previously announced Forecast (A)	195,000	6,000	500
Revised Forecast (B)	197,000	7,700	3,000
Difference (B-A)	2,000	1,700	2,500
Differential Ratio (%)	1.0%	28.3%	500.0%
Results for the Previous Year	206,334	12,471	(17,829)

(Notes)

1. 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 May 9, 2003, 0:00 JST, GMT +9:00) of related information, you may violate the insider trading regulations.
2. Figures are based on accounting principle generally accepted in Japan.

2. Revisions to the Non-Consolidated Financial Results Forecasts for the Year Ended March 31, 2003

Non-Consolidated Financial Results Forecasts for the Year Ended March 31, 2003
(April 1, 2002 to March 31, 2003)

Millions of yen

	Net Sales	Recurring Profit	Net Loss
Previously announced Forecast (A)	97,000	1,800	(3,000)
Revised Forecast (B)	100,000	1,900	(2,600)
Difference (B-A)	3,000	100	400
Differential Ratio (%)	3.1%	5.5%	13.3%
Results for the Previous Year	106,550	4,718	(20,766)

3. Reasons for Revisions to the Consolidated Results Forecasts

1) Net Sales

In amusement machine sales, due to the increase in the newly opened facilities industry-wide, demand for SEGA's popular product *Star Horse 2002*, and regular products including *UFO catcher 7* and *Print-ticker machines*, rose. Moreover sales of supplies for machines including player cards for *World Club Champion Football serie A 2001-2002* and print-ticker seal are expected to increase. In addition, in consumer business, sales unit results in Japan and North America are expected to be more than the projection announced in February 13, 2002.

On the other hand, net sales in amusement center operation are expected to be the same level as our projection.

Thus our net sales are expected to be 197.0 billion yen.

2) Recurring Profit

Recurring profit is expected to be more than the projection. The main factors for this upward revision are as follows; 1) increase of profit, accompanied with the upward revision for sales in amusement machine sales and consumer business, and 2) in consumer business, the effects of the reorganization of sales departments both in Japan and North America, and reduction of fixed cost and variable cost caused by change of cost structures.

Thus our recurring profit is expected to be 7.7 billion yen.

3) Net Income

Due to the above upward factors, our consolidated net sales is expected to be 3.0 billion yen.

(Reference)

Regarding to the non-consolidated financial result forecast, net sales, recurring profit, and net loss are expected to be 100 billion yen, 1.9 billion yen and 2.6 billion yen, respectively.

End