



Sega Amusements USA, Inc.

Press Release

For Immediate Release

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SAU VICE PRESIDENT TAKESHI INOUE ENTERS HIS 14TH YEAR ON THE SEGA TEAM

INOUE CONTINUES TO BE A STRONG FORCE FOR SEGA

Elk Grove Village, IL December 5, 2005 – Sega Amusements USA, Inc. (SAU) extends appreciation for a continued job well done by Takeshi Inoue, who helps lead the company as Vice President.

About Takeshi Inoue

Takeshi began his lengthy term at Sega in 1992 as part of the Arcade Operations Department in Japan. He moved to the United States in 1994 to take on many management positions to follow. Takeshi's resume consists of excellent leadership in the business of Arcades, Game Purchasing, and Site Development and Location Management at Walt Disney World, Orlando, Florida. In 2000, Takeshi advanced further to the position of Director of New Business Development, where he developed into the role of Vice President by 2002.

"Takeshi has raised the bar for Sega year after year. His knowledge and management will be a large contributing factor to reaching our goals as a company and within this dynamic industry," says Sega Amusements USA, Inc. President, Rick Rochetti. "I am proud to have Takeshi Inoue on my management team."

New Responsibilities

Takeshi's core responsibility is to manage the interface between SAU and its parent company, Sega of Japan. As Vice President, Inoue will also pilot Sega's network efforts as well as the company's partnership with GameWorks.

Takeshi, who has spent 13 years with Sega, states, "Sega is a strong organization that I have enjoyed working for over the years. There is much in store for the company this year including the development of our networked All-net system. I am happy to be a part of this new era of Sega Amusements USA."



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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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