

March 3, 2003
SEGA CORPORATION
Hideki Sato, President
& Representative Director
TSE Code: 7964
Inquire: Shoichi Yamazaki, Officer
Business Planning Office

**Re: Official Comments regarding the Media Report on the Capital Tie with
Electronic Arts Inc.**

Although a certain media report has stated that Sega Corporation was negotiating a capital tie-up with Electronic Arts Inc (EA), we have not received any formal proposal on a capital alliance and no such issue has been discussed at our board meetings or our executive meetings.

We will keep working, as our priority issue, on the ongoing talks with Sammy Corporation, which we announced on February 13, 2003.

The above are Sega Corporation official comments on the relevant media report.