

Dear Valued Sega customer,

Sadly, it has come to our attention that some of our Disney plush may have potentially found its way into the retail market. Our license with Disney permits us only to sell the amusement industry.

Sales of our Disney plush to the retail market is in breach of our contract and could result in the termination of the Disney license and the interruption of your supply line.

While we trust our Sega customers are not directly involved in this serious issue, we wanted everyone to be aware that there may be customers of your customers (and so on) who may be illegally selling our merchandise to the retail market. There is a possibility you may not even know it is happening, but if you **are** aware (or even suspect it), we ask that you please help us to stop it.

If you have customers you suspect are selling our Sega Disney plush to the retail market (gift shops, stores, etc.), please discontinue doing Sega Disney plush business with them.

Unfortunately, we will have to immediately cease any sales to any customers that are suspected or caught selling our Sega Disney plush to the retail market. **Measures are being put in place to track where our plush eventually ends up...and how it got there.**

Please do not be offended if you are asked to provide snapshots of your arcade or cranes—it is merely a protective measure for both of us.

We want to do everything we can to continue to provide our industry with top-quality, beautiful Disney plush, so we have to do everything in our power to prevent our amusement-only merchandise from ending up in the wrong circles.

Help us continue to supply the amusement industry with high-quality, beautiful Disney plush! Thank you so much for your help and consideration in regards to this important matter. We appreciate your business and support!

Sincerely,
Sega Amusements USA, Inc.