

**SEGA**<sup>®</sup>

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*From pm.*

STATEMENT FROM SEGA OF AMERICA, INC.

There is absolutely no form of paid or intentional advertising displayed in any of Sega's arcade or consumer video games.

The several graphics in question, such as fleeting billboard parodies along a Monaco speedway, are simply a game designer's innocent attempt to mimic real-life locations and scenery to enhance the realism of game play. Creating realistic play is important to the whole industry. Any likeness or parody to real products in such graphics is clearly not designed to endorse a real product or promote a lifestyle. Absolutely no company, including Philip Morris, has ever offered to pay Sega to include its products in real or parody form in any of its arcade or video games.

We're already in the process of removing any graphics that could unintentionally be misconstrued as a real-life product in our games and packaging. We're doing this on our own volition, as well as at the request of Philip Morris. Sega is dedicated to producing high quality, entertaining arcade and consumer video games -- and it is unfortunate any group would so erroneously believe that these images were put there for any other purpose.

Dave Rosen  
Co-Chairman of the Board