



-NEWS RELEASE-

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Announcing the Worldwide Exclusive Interactive Entertainment Software Publishing Agreement for the Olympic Games Tokyo 2020

TOKYO – Oct. 14, 2016 – SEGA Holdings Co., Ltd. the leading interactive entertainment company have entered into a publishing agreement with International Sports Multimedia (ISM), the licensee of the International Olympic Committee (IOC) for Interactive Entertainment Software. Such rights extend to publishing titles for console, handheld, mobile, online and arcade.

Under previous agreements with ISM, SEGA have developed and published video game titles for the Olympic Games Beijing 2008, London 2012 and Rio 2016 and the Olympic Winter Games Vancouver 2010 and Sochi 2014.

Mr. Raymond Goldsmith chairman and CEO of ISM said, “We are delighted to extend the relationship with SEGA. Their accumulated experience with developing Entertainment Software for the Olympic Games will ensure the official Tokyo 2020 video games entertain people all over the world, and help support the global appeal of Tokyo 2020.”

CEO Haruki Satomi of SEGA Games, the game development and publishing company, said, “It is truly an honor for us to be granted this Olympic Games Tokyo 2020 sub-license from ISM. SEGA will provide exciting video games for Tokyo 2020 leveraging the experience of developing Entertainment Software for past Olympic Games.”

Please look forward to future announcements.

About ISM

ISM is active in managing and developing entertainment software applications. In addition to the exclusive rights ownership of the Olympic Games, ISM is one of the world's leading providers of sports fantasy games, particularly specializing in the football/soccer sector. Visit the company's website at www.ismltd.com

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