

B	I	N	G	O
Trust	6 Year Vesting Period	Employee Ownership Month	Share Value	Payout Schedule
ESOP Benefits	Teamwork	Pride of Ownership	Accountability	Retirement Benefit
Succeed as One	Vested	SEGA	Departmental Highlights	Leadership
Own What You Do	Shareholder Meeting	Ownership Culture	Fiduciary Responsibility	Pride in Ownership
Employee Stock Ownership Plan	Double value by 2014	Profitability	Years of service	ESOP Contributions

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Vested	Accountability	Share Value	ESOP Benefits	Pride of Ownership
Employee Ownership Month	Years of service	Payout Schedule	Double value by 2014	Retirement Benefit
Own What You Do	Departmental Highlights	SEGA	Leadership	6 Year Vesting Period
Fiduciary Responsibility	Profitability	Trust	ESOP Contributions	Shareholder Meeting
Ownership Culture	Pride in Ownership	Succeed as One	Teamwork	Employee Stock Ownership Plan

B	I	N	G	O
Double value by 2014	Profitability	Accountability	Pride in Ownership	Departmental Highlights
Trust	Own What You Do	Ownership Culture	Teamwork	Payout Schedule
Succeed as One	ESOP Contributions	SEGA	Shareholder Meeting	Fiduciary Responsibility
Vested	Retirement Benefit	Share Value	Years of service	Employee Ownership Month
Leadership	6 Year Vesting Period	Pride of Ownership	ESOP Benefits	Employee Stock Ownership Plan