

Date: January 17,2002

Sammy Establishes a sponsored ADR program

January 17, 2002, Sammy Corporation established a sponsored ADR program. Sammy Corporation's stock will start trading on January 17, 2002 (US Eastern Time).

1. Reasons for the establishment of the program

Sammy Corporation believes that the ADR program will enhance name recognition and expand the company's shareholder base in the US (OTC market (Level-1)). The synergy of dual listing will also boost trading volume and the liquidity of the company's stock in the home country.

2. Description of the program

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| (1) Type of the ADR program | : Level-1 Sponsored Program |
| (2) Effective Date | : January 17,2002 (US Eastern Time) |
| (3) Ratio | : 2ADRs = 1 Ordinary Share |
| (4) US security code (CUSIP) | : 79587M106 |
| (5) Exchange | : OTC |
| (6) Depositary bank | : The Bank of New York |
| (7) Custodian of home country shares | : The Sumitomo Mitsui Banking Corporation |