

# WARREN'S Consumer Electronics Daily

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**Sega.com tapped digiMine to provide** business intelligence and decision support for its e-business strategies. Online provider of Sega games said that, through insights about site usage and online consumer behavior provided by digiMine, it would be "able to optimize site design, maximize marketing programs and improve customer loyalty." Sega.com Website Development Dir. John Kuner said company had more than "1.1 million online community members, consisting of several distinct segments: Sega Dreamcast enthusiasts, multiplatform gamers and long-time Sega fans... We needed a solution to understand how these different groups interact with the site and how to best meet their needs and interests. Separately, Sega confirmed May ship date for *Virtua Striker 2002* for GameCube. It said this would be first time its soccer series appeared on Nintendo's console platform.

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