

May 19, 2003
SEGA CORPORATION
Hideki Sato,
President and Representative Director
TSE Code: 7964
Inquire: Shoichi Yamazaki, Officer
Corporate Planning Division

Notice of the Changes in Directors and Business Execution System (to be effective from June 27, 2003)

SEGA CORPORATION (SEGA), in its meeting of board of directors held on May 19, 2003, decided the candidates for directors, auditors and executive officers to be newly appointed. Directors and Auditors are officially assigned after the resolution at the meeting of shareholders to be held on June 27, 2003.

Chairman and Director:	Hideki Sato	Executive Officers:	Keiji Mori
President and representative director:	Hisao Oguchi (newly appointed)		Yasuo Tazoe
Directors:	Tetsu Kayama		Yuji Naka
	Akira Nagai	Officers:	Akira Sugano
	Hisashi Suzuki		Masanao Maeda
	Masahiro Aozono		Yu Suzuki
	Makoto Kaneshiro (newly appointed)		Shoichi Yamazaki
Standing Auditors:	Kazutada Ieda		Toshiya Tabata
	Iwao Nishi		Hidekazu Yukawa
Auditors:	Kinsuke Miyazaki		Hiroshi Yagi
	Yoshiyasu Gemma		Toshihiro Nagoshi
Corporate Advisor:	Yoshiji Fukushima		

End

(note) The documents or digital files that you are going to access may contain information subject to the regulation concerning insider trading in Securities Transaction Regulation No. 166. If you trade equity-related securities, including derivative instruments, of the Company within 12 hours of the announcement (before May 20, 2003, 3:00 JST, GMT +9:00) of related information, you may violate the insider trading regulations.

Hisao Oguchi

- Profile -

As of May 19, 2003

Date of Birth: March 5, 1960

Place of Birth: Nagano, Japan

Education:

March 1984: Graduated from Chuo University, with B.S. in Engineering

Professional Experience:

April 1984: Employed by SEGA Enterprises, Ltd. (presently SEGA CORPORATION)

May 1993: General Manager of No.3 AM Research and Development Division

May 1999: General Manager of No.3 Software Research and Development Division

April 2000: President and Representative Director of Hitmaker Ltd. (present position)

June 2000: Officer of the Company

June 2001: Senior Officer of the Company

Sept. 2002: Senior Officer and General Manager of R&D Lineup Management
Department

June 2003: To be assigned President and Representative Director of the Company

End