

December 8, 2003
SEGA CORPORATION
Hisao Oguchi,
President and Representative Director
TSE Code: 7964
Inquire: Shoichi Yamazaki, Officer
President Office

Notice of Change of Principal Shareholder

Notice is hereby given that SEGA CORPORATION's principal shareholder was changed. Details are as follows.

1. Background of the Change

The Company was reported that CSK CORPORATION, principal shareholder of the Company, sold its holding SEGA's shares.

2. Details of the Principal Shareholder

Details of the Principal Shareholder to sell its holding the Company's Shares

1) Company Name	CSK CORPORATION
2) Address	Shinjuku Sumitomo Bld. 2-6-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo, Japan
3) Name of Representative	Masahiro Aozono
4) Principal Business	Consultancy, System Integrations, System Operations, BPO (Business Process Outsourcing, and Support Services for Human Resource Development

(Note)

The documents or audiovisual 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 December 9, 2003 04:00-JST) of related information, you may violate the insider trading regulation

Details of Newly Principal Shareholder to Hold Shares

1) Company Name	Sammy Corporation
2) Address	2-23-2 Higashi-Ikebukuro, Toshima-ku, Tokyo, Japan
3) Name of Representative	Hajime Satomi
4) Principal Business	Develop, manufacture and sale of Pachislot and Pachinko machines and related equipment, Amusement Machines, Home-use Game Software

3. Percentage of Voting Rights to Total of Principal Shareholder before and after the changes

Percentage of CSK's Voting Rights

	Number of Voting Rights	Ratio of its Voting Rights to Total	Rank
Before Changes (As of September 30, 2003)	391,486	25.32%	No. 1
After Changes	0	0.00%	-

Percentage of Sammy's Voting Rights

	Number of Voting Rights	Ratio of its Voting Rights to Total	Rank
Before Changes (As of September 30, 2003)	1,000	0.06%	-
After Changes	392,486	25.39%	No.1

4. Date of the Event
December 11, 2003 (planned)

End