

FILE NO. 82-5227

(Translation)

April 25, 2002

Dear Sirs:

Name of Company: Sammy Corporation
Name of Representative: Hajime Satomi
President and Chief Executive Officer
(Code No. 6426, Tokyo Stock Exchange 1st
Section)

Further Inquiry: Yasuhiro Katayama
Executive Officer and Division
Manager, Administration Division
(TEL: 03-5950-3790)

Notice on the Medium-Term Management Plan

Please take notice that at the meeting of the Board of Directors of Sammy Corporation (the "Company") held on April 25, 2002, a revision to its Medium-Term Management Plan publicized on May 15, 2001 was approved, taking into consideration of its new business developments in the future, as described below:

Description

1. Management Policy

The core businesses of the Sammy Group are the pachislot and pachinko machine business and the NEWS (New Entertainment World of Sammy) business, which covers amusement new technology content merchandising. With its corporate philosophy, "We will keep pace with people and with its originality and providence, contribute to the creation and development of cultures through 'entertainment'," and its corporate slogan "Aggressiveness and High Spirit", the group intends to exert its group-wide efforts to improve performances and meet expectations of its shareholders and all other people who have given credit to the group.

2. Medium-Term Vision

In the pachislot and pachinko machine business, the group will expand a market share of its pachislot and pachinko machines and promote marketing of hall designs and peripheral equipment, whereby increasing profits.

In the NEWS business, the group intends to market new amusement arcade equipment for industrial use in the world market, including Japan and make serious inroads into the market for home video game software, especially in Europe and the U.S., whereby growing the business as a pillar of profits to follow the pachislot and pachinko machine business.

Now that the group has built up its brand power in the pachislot and pachinko machine business, the group will expand business arenas for the NEWS business to make a leap forward, whereby establishing its presence as a "global general entertainment company."

3. Management Indexes and Management Plan as Medium-Term Targets

With the aim of continuous growth and maximization of shareholder value, the group has engaged in business to increase its market value and has set the following indexes showing investment efficiency and profitability as important medium-term targets:

- (i) Return on equity (ROE): 30% or higher
- (ii) Recurring profit margin: 25% or higher

(millions of yen)

		Management plan for the year ending March 31, 2003	
		Sammy (Non-consolidated)	Sammy Group (Consolidated)
Net sales	Pachislot and pachinko machine business	161,000	171,500
	NEWS business	19,000	31,500
	Total	180,000	203,000
Recurring income		58,000	61,000
Net income		29,000	30,000

(millions of yen)

		Management plan for the year ending March 31, 2004	
		Sammy (Non-consolidated)	Sammy Group (Consolidated)
Net sales	Pachislot and pachinko machine business	178,000	190,000
	NEWS business	32,000	60,000
	Total	210,000	250,000
Recurring income		72,000	80,000
Net income		36,000	39,500

(millions of yen)

		Business plan for the year ending March 31, 2005	
		Sammy (Non-consolidated)	Sammy Group (Consolidated)
Net sales	Pachislot and pachinko machine business	188,000	202,000
	NEWS business	37,000	78,000
	Total	225,000	280,000
Recurring income		78,000	90,000
Net income		39,000	44,500

4. Key Items

- Measures for speedy management and strategic subsidiary management (M&A, business tie-ups, etc.)
- Continuous development of product brands in the pachislot machine business
- Strengthening of product powers in the pachinko machine business and the acquisition of a market share of 10% for the number of machines sold annually
- Global expansion of new businesses of amusement arcade equipment for industrial use and home game software in the NEWS business
- Strengthening of development capabilities in the pachislot and pachinko machine business and the NEWS business

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