

(Translation)

May 8, 2007

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.
Name of Representative: Hajime Satomi,
Chairman, President and Representative
Director

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiry: Michael Masakimi Hotta,
Executive Officer
(TEL: 03-6215-9955)

**Notice of Change of Representative Director of Subsidiary
(Nissho Inter Life Co., Ltd) of SEGA SAMMY HOLDINGS INC.**

Notice is hereby given that Nissho Inter Life Co., Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC., at the meeting of its Board of Directors held on May 8, 2007, resolved to change its Representative Director as described in the document attached herewith.

(Attached document: "Notice of Change of Representative Director")

(Translation)

May 8, 2007

Dear Sirs,

Name of Company:	Nissho Inter Life Co., Ltd.
Name of Representative:	Seijin Tanno, President and Representative Director (JASDAQ, Code No. 1986)
Further Inquiry:	Tatsuyoshi Shono, Executive Officer and General Manager, Accounting Dept. (TEL: 03-3810-7111)

Notice of Change of Representative Director

Notice is hereby given that Nissho Inter Life Co., Ltd. (the "Company"), at the meeting of its Board of Directors held on May 8, 2007, resolved to change its Representative Director, as described below:

Description

Retiring Director:

Chairman and Representative Director	Kiyofumi Sakino
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1. Reason for the change:

Personal reasons.

2. Scheduled date for retirement:

He will retire as Director at the close of the Ordinary General Meetings of Shareholders to be held on June 13, 2007.

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