

(Translation)

May 9, 2008

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: Takatoshi Akiba,
Executive Officer
(TEL: 03-6215-9955)

Notice of Change of President and Representative Director of a Subsidiary
(TMS Entertainment Ltd.) of SEGA SAMMY HOLDINGS INC.

It is hereby notified that TMS Entertainment Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC., at the meeting of its board of directors held on May 9, 2008, adopted a resolution to change its President and Representative Director as described in the attachment hereto.

<<Attached material: "Notice of Change of President and Representative Director">>

- END -

(Translation)

May 9, 2008

Dear Sirs,

Name of Company: TMS Entertainment Ltd.
Name of Representative: Masanori Koga,
President and Representative
Director

(Code No. 3585, Nagoya Stock Exchange 2nd Section)

Further Inquiry: Katsuhiro Yamada,
Managing Director and General
Manager of Administration
Division
(TEL: 052-243-9811)

Notice of Change of President and Representative Director

Notice is hereby given that TMS Entertainment Ltd. (the "Company"), at the meeting of its Board of Directors held on May 9, 2008, adopted an unofficial resolution to change its President and Representative Director, as described below.

The change will be determined officially at the 62nd Ordinary General Meeting of Shareholders of the Company to be held on June 17, 2008 and a subsequent meeting of the Board of Directors.

Description

1. Details of the change:

New Title	Current Title	Name
President and Representative Director	Director	Hideki Okamura
Adviser	President and Representative Director	Masanori Koga

2. Reason for the change

To further strengthen its management capability and earnings power in the future and build up a structure to resolutely carry out its medium-term management plan

3. Name and curriculum vitae, etc. of the new President and Representative Director:

Name: Hideki Okamura

Home city: Saitama Prefecture

Date of birth: February 1, 1955

Education: March 1978 Graduated from Hosei University, Faculty of Law

Curriculum vitae:	Jan. 1987	Joined Sega Enterprises, Ltd. (current SEGA CORPORATION)
	June 1997	Director, Deputy Division Manager of Consumer Business Group Div., General Manager of Saturn Business Div. of Sega Enterprises, Ltd.
	June 2000	Director, in charge of Dreamcast Business Div. of Sega Enterprises, Ltd.
	June 2002	Vice President and Representative Director of DigiCube Co., Ltd.
	June 2003	Senior Executive Officer, Division Manager of Consumer Business Group Div. of SEGA CORPORATION
	June 2004	Director of the Company (current)
	June 2004	Managing Director, Division Manager of Consumer Business Group Div. of SEGA CORPORATION
	May 2008	Director of SEGA CORPORATION (part-time / current)

4. Expected date of the change: June 17, 2008

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