

(Translation)

September 21, 2006

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 Personnel Change by Our Subsidiary (Sammy Corporation)

It is hereby notified that Sammy Corporation, a subsidiary of SEGA SAMMY HOLDINGS INC., will make a personnel change pursuant to the resolution of its Board of Director held on September 21, 2006 and the approval thereof by its Extraordinary General Meeting of Shareholders held on the same day, as described below:

Description

Personnel change (as of October 1, 2006)

1. New Director:

New Title	Name	Former Title
Director, Assistant to Division Manager of Sales & Marketing Division	Yuichi Amari	Executive Officer, Assistant to Vice President of SEGA SAMMY HOLDINGS INC.

- * Mr. Amari will resign from the office of Executive Officer and Assistant to Vice President of SEGA SAMMY HOLDINGS INC. as of September 30, 2006 and assume the office of Director and Assistant to Division Manager of Sales & Marketing Division of Sammy Corporation as of October 1, 2006.

2. Personnel change in Executive Officer and Creative Officers:

New Title	Name	Former Title
Executive Officer, Deputy Division Manager of Sales & Marketing Division	Masao Tamura	Deputy Division Manager of Sales & Marketing Division

New Title	Name	Former Title
Creative Officer, Deputy Division Manager of PS Research & Development Division	Tomotami Yamazaki	Deputy Division Manager of PS Research & Development Division
Creative Officer, General Manager of PS-R Planning Research & Development Department and General Manager of PS-G Planning Research & Development Department, PS Research & Development Division	Masato Arai	General Manager of PS-R Planning Research & Development Department and General Manager of PS-G Planning Research & Development Department, PS Research & Development Division
Creative Officer, General Manager of PS-S Planning Research & Development Department and General Manager of PS Design Research & Development Department, PS Research & Development Division	Ayumu Hoshino	General Manager of PS-S Planning Research & Development Department, PS Research & Development Division

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