

(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

It is hereby notified that SEGA SAMMY HOLDINGS INC. will make a personnel change as of September 30, 2006, as described below:

Description

New Title	Name	Former Title
Resignation	Yuichi Amari	Executive Officer, Assistant to Vice President

* Mr. Amari will assume the office of Director and Assistant to Division Manager of Sales & Marketing Division of Sammy Corporation as of October 1, 2006.

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