(Translation)

May 13, 2008

Dear Sirs,

Name of Company:	SEGA SAMMY HOLDINGS INC.
Name of Representative:	Hajime Satomi, Chairman, President and Representative Director (CEO)
(Code No. 6460, Tokyo Stock Exchange 1st Section)	
Further Inquiry:	Takatoshi Akiba, Executive Officer (TEL: 03-6215-9955)

Notice of Change of Officers

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on May 13, 2008, adopted an unofficial resolution to change its Directors, as described below.

The appointment of the Directors will be determined officially by resolutions at the 4th Ordinary General Meeting of Shareholders of the Company to be held on June 18, 2008 and a subsequent meeting of its Board of Directors.

Description

1.   Change of Officers (scheduled as of June 18, 2008)

New Title	Name	Former Title
Chairman, President and Representative Director (CEO)	Hajime Satomi	Chairman, President and Representative Director (CEO)
Executive Vice President and Representative Director	Keishi Nakayama	Executive Vice President and Representative Director
(New) Director	Okitane Usui	President and Representative Director (COO), SEGA CORPORATION
Director and CCO (Chief Creative Officer)	Hisao Oguchi	Vice Chairman and Director
Director	Yuji Iwanaga	Director

New Title	Name	Former Title
(New) Director	Takeshi Natsuno	Corporate Officer, NTT DoCoMo, Inc.
Standing Corporate Auditor	Kazutada Ieda	Standing Corporate Auditor
Corporate Auditor	Toshio Hirakawa	Corporate Auditor
Corporate Auditor	Hisashi Miyazaki	Corporate Auditor
Corporate Auditor	Mineo Enomoto	Corporate Auditor
(to retire)	Tadashi Ishida	Senior Managing Director
(to retire)	Toru Katamoto	Director
(to retire)	Akio Kioi	Director

*   Messrs. Yuji Iwanaga and Tsuyoshi Natsuno are candidates for Outside Directors.

*   The term of office of four Corporate Auditors currently in office will expire at the close of the 5th Ordinary General Meeting of Shareholders. Messrs. Toshio Hirakawa and Mineo Enomoto are Outside Corporate Auditors.

- END -