

(Translation)

February 28, 2005

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: Koichi Fukazawa,
Executive Officer
(TEL: 03-6215-9955)

Notice of Change of Representatives and Officers of SEGA SAMMY HOLDINGS INC. and its
Subsidiaries (Sammy Corporation and Sammy NetWorks Co., Ltd.)

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company") and its subsidiaries (Sammy Corporation and Sammy NetWorks Co., Ltd.), will make a change of their representatives and officers as of February 28, 2005, as described below:

	Description	
New Title	Name	Former Title
President and Representative Director (COO) of Sammy Corporation	Toru Katamoto	Vice Chairman and Representative Director of Sammy Corporation
Managing Director and General Manager of SP Sales Division of Sammy Corporation	Katsuya Kondo	Director and General Manager of SP Sales Division of Sammy Corporation
Resignation	Kenkichi Yoshida	Director of SEGA SAMMY HOLDINGS INC., President and Representative Director (COO) of Sammy Corporation and Director of Sammy Networks Co., Ltd.

1. Reason for the Change

Mr. Kenkichi Yoshida has offered to resign as Director of SEGA SAMMY HOLDINGS INC., President and Representative Director of Sammy Corporation and Director of Sammy NetWorks Co., Ltd. against his will as his physical condition does not allow him to fully perform his duties. Regretfully, Mr. Yoshida is allowed to resign. However, to strengthen its management system thereafter and further expand its business, the Company will make a personnel change as described above.

2. Profile of New Representative Director

Name: Toru Katamoto
Place of Birth: Ehime-ken, Japan
Date of Birth: September 10, 1946
Education: 1962 Graduated from Mutsuki Junior High School,
Nakajima-cho, Ehime-ken

Career History: March 1978 Joined Sammy Corporation
March 1989 Director and General Manager of Material Department
of Sammy Corporation
May 1995 Director and General Manager of SP Sales Division of
Sammy Corporation
April 1997 Managing Director and General Manager of SP Sales
Division of Sammy Corporation
June 1999 Senior Managing Director and General Manager of SP
Sales Division of Sammy Corporation
June 2004 Vice Chairman and Representative Director of Sammy
Corporation (current)
Sept. 2004 Chairman and Representative Director of Nissho Inter
Life Co., Ltd. (current)

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