

(Translation)

January 15, 2009

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 Personnel Changes by Our Subsidiary (Sammy Corporation)

Notice is hereby given that Sammy Corporation, a subsidiary of SEGA SAMMY HOLDINGS INC. will implement personnel changes as of January 16, 2009, as described below.

Description

1. Personnel change (as of January 16, 2009)

Sammy Corporation will implement personnel changes to clarify each responsibility of Production Control Group Div. and R&D Group Div. and to strength functions of the both divisions.

New Title	Name	Former Title
Director (General Manager of Production Control Group Div. and SC R&D Div. and Deputy General Manager of R&D Group Div.)	Norio Uchida	Director (General Manager of R&D Group Div. and Production Control Group Div. and SC R&D Div.)
Director (CCO (Chief Creative Officer) and General Manager of R&D Group Div.)	Hisao Oguchi	Director (Management of R&D Group Div. and CCO (Chief Creative Officer))

Mr. Oguchi continues concurrently serving as Director and CCO of SEGA SAMMY HOLDINGS INC., but he will retire from Director and CCO of SEGA CORPORATION as of January 16, 2009.

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