

(Translation)

February 27, 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 Organizational and Personnel Changes
at the Company's Subsidiary (Sammy Corporation)**

Notice is hereby given that Sammy Corporation, a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), will implement organizational and personnel changes as of February 28, 2009, as described below.

Description

1. Organizational change (as of February 28, 2009)

Sammy Corporation will transfer its Hall Total Service Sales division to Sammy Systems Co., Ltd. and abolish the division after the transfer to increase the ratio of allocation of its management resources to the pachinko machine business and pachislot machine business, both of which are the Company's core business.

2. Personnel change (as of February 28, 2009)

New Title	Name	Former Title
Director (General Manager of Marketing Div.)	Yuichi Amari	Director (General Manager of Marketing Div. and Hall Total Service Sales Div.)
(Retired) (President, Representative Director of Sammy Systems Co., Ltd.)	Yasuhiko Yoshimura	Executive Officer (Deputy General Manager of Hall Total Service Sales Div.) (President, Representative Director of Sammy Systems Co., Ltd.)

The Company and Sammy Corporation have adopted a resolution to transfer all shares in Sammy Systems Co., Ltd. to Japan Cash Machine Co., Ltd., as publicized on December 8, 2008.

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