

June 18, 2009

(Translation)

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: Koichiro Ueda,
General Manager, Group Executive
Office and General Manager, Group
Communications Office
(TEL: 03-6215-9955)

Notice of the Management Systems of SEGA SAMMY HOLDINGS INC. and
its Major Subsidiaries (SEGA CORPORATION and Sammy Corporation)

Notice is hereby given that at the meeting of the Board of Directors of SEGA SAMMY HOLDINGS INC. (the "Company") held after the close of its Ordinary General Meeting of Shareholders held on June 18, 2009 at which Directors and Corporate Auditors were elected, the following Representative Directors, Directors with specific titles, Corporate Auditors and Executive Officers were appointed and assumed office as of the same day. Notice is also given of the new management systems of its important subsidiaries SEGA CORPORATION and Sammy Corporation, as described below:

Description

SEGA SAMMY HOLDINGS INC.

1. Directors and Corporate Auditors

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
Director	Okitane Usui	Director
Director and CCO (Chief Creative Officer)	Hisao Oguchi	Director and CCO (Chief Creative Officer)
Director	Yuji Iwanaga	Director
Director	Takeshi Natsuno	Director
Standing Corporate Auditor	Tomio Kazashi	(Newly Elected)
Corporate Auditor	Toshio Hirakawa	Corporate Auditor
Corporate Auditor	Hisashi Miyazaki	Corporate Auditor

Corporate Auditor	Mineo Enomoto	Corporate Auditor
(Retired)	Kazutada Ieda	Standing Corporate Auditor

2. Executive Officers

New Title	Name	Former Title
Senior Executive Officer (General Manager of Administration Department)	Hideo Yoshizawa	Senior Executive Officer (General Manager of Administration Department)
Senior Executive Officer (In charge of policies)	Koichi Fukazawa	Senior Executive Officer (In charge of policies)
Executive Officer (General Manager of Group Internal Control and CSR Promotion Office, General Manager of Internal Audit Office)	Tetsushi Ikeda	Executive Officer (General Manager of Group Internal Control and CSR Promotion Office, General Manager of Internal Audit Office)
Executive Officer (In charge of policies and external affairs)	Takatoshi Akiba	Executive Officer (In charge of policies and external affairs)

SEGA CORPORATION

1. Organizational Change

SEGA CORPORATION established Consumer Business Division by consolidating business functions and R&D functions of Overseas Consumer Business Division, Domestic Consumer Business Division and Consumer R&D Division for the purpose of strengthening regional relationships among US, Europe and Japan and also reinforcing business cooperation between R&D and sales organization.

2. Directors and Corporate Auditors

New Title	Name	Former Title
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman, Representative Director (CEO)
President, Representative Director (COO) (General Manager of Amusement R&D Div.)	Okitane Usui	President, Representative Director (COO) (General Manager of Amusement R&D Div.)
Managing director (General Manager of Consumer Business Div.)	Naoya Tsurumi	Director (General Manager of Oversea Consumer Business Div.,)
Director (General Manager of Amusement Facilities Business Div.)	Katsuya Kondo	Director (General Manager of Amusement Facilities Business Div.)

Director (General Manager of Amusement Machines Sales Div.)	Shigeru Yamashita	(Newly Elected) Executive Officer (General Manager of Amusement Machines Sales Div.)
Director (General Manager of President's Office.)	Yukio Sugino	(Newly Elected) Executive Officer (President's Office)
Director	Koichi Fukazawa	Director (General Manager of New Business Development Div.)
Standing Corporate Auditor	Hisashi Miyazaki	Standing Corporate Auditor
Corporate Auditor	Mineo Enomoto	Corporate Auditor
Corporate Auditor	Shunichi Shimizu	Corporate Auditor
(Retired)	Akira Sugano	Director
(Retired)	Hideki Okamura	Director

3. Executive Officers

New Title	Name	Former Title
Executive Officer (General Manager of Family Entertainment R&D Div.)	Hiroshi Uemura	(Newly Elected) R&D CO (General Manager of Family Entertainment R&D Dept., Amusement R&D Div.)
Executive Officer (General Manager of Domestic Consumer Group, Consumer Business Div.)	Takayuki Kawagoe	Executive Officer (General Manager of Domestic Consumer Business Div.)
Executive Officer (General Manager of Amusement Production Procurement Div.)	Kunihiko Watanabe	Executive Officer (General Manager of Amusement Production Procurement Div.)
Executive Officer (General Manager of Overseas Amusement Business Div.)	Tatsuyuki Miyazaki	Executive Officer (General Manager of Overseas Amusement Business Div.)
Executive Officer (General Manager of New Business Development Div.)	Shoji Shintani	Executive Officer (Deputy General Manager of New Business Development Div.)
Executive Officer (General Manager of Corporate Div.)	Mitsunobu Higashi	(Newly Elected)
Executive Officer (General Manager of General Affairs, Legal Affairs, Intellectual Property and Operation Improvement Promotion Dept.,	Hiroyuki Soga	Executive Officer (General Manager of General Affairs, Legal Affairs, Intellectual Property and Operation Improvement Promotion Dept.,

Corporate Div.)		Corporate Div.)
Executive Officer (Deputy General Manager of Amusement Facilities Business Div.)	Kyogo Hiraoka	(Newly Elected)

4. R&D Creative Officers ("R&D CO", hereinafter)

New Title	Name	Former Title
R&D CO (General Manager of Consumer R & D Group, Consumer Business Group Div.)	Toshihiro Nagoshi	R&D CO (General Manager of Consumer R&D Div.)
R&D CO (Manager of AM R&D Dept. #2, Amusement R&D Div.)	Hiroshi Kataoka	R&D CO (Manager of AM R&D Dept. #2, Amusement R&D Div.)
R&D CO (Manager of AM Product R&D Dept., Amusement R&D Div.)	Masao Yoshimoto	R&D CO (Manager of AM Product R&D Dept., Amusement R&D Div.)

Sammy Corporation

1. Directors and Corporate Auditors

New Title	Name	Former Title
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman, Representative Director (CEO)
President, Representative Director (COO)	Keishi Nakayama	President, Representative Director (COO)
Executive Vice President, Representative Director	Toru Katamoto	Executive Vice President, Representative Director
Senior Managing Director (General Manager of R&D Group Div. and Strategic R&D Office)	Hisao Oguchi	Senior Managing Director (General Manager of R&D Group Div. and Strategic R&D Office)
Director (General Manager of Production Control Group Div. and Deputy General Manager of R&D Group Div.)	Norio Uchida	Director (General Manager of Production Control Group Div. and Deputy General Manager of R&D Group Div.)
Director (General Manager of Marketing Div.)	Yuichi Amari	Director (General Manager of Marketing Div.)
Director (General Manager of Corporate Div.)	Shigeru Aoki	Director (General Manager of Corporate Div.)

Director (Management of Intellectual Property & Public Relations Div.)	Hideo Yoshizawa	Director (Management of Intellectual Property & Public Relations Div.)
Standing Corporate Auditor	Toshio Hirakawa	Standing Corporate Auditor
Standing Corporate Auditor	Kichitaro Mukai	Standing Corporate Auditor
Corporate Auditor	Tadashi Ishida	Corporate Auditor

2. Executive Officers and Executive Creative Officers ("Executive CO", hereinafter)

New Title	Name	Former Title
Executive Officer (General Manager of PC R&D Div.)	Kazuhiro Sumitani	Executive Officer (General Manager of PC R&D Div.)
Executive Officer (General Manager of Production Div.)	Kazuo Nishimura	Executive Officer (General Manager of Production Div.)
Executive Officer (Deputy General Manager of Marketing Div.)	Masao Tamura	Executive Officer (Deputy General Manager of Marketing Div.)
Executive Officer (General Manager of SC R&D Div.)	Tomomi Yamazaki	Executive Officer (General Manager of SC R&D Div.)
Executive Officer (General Manager of PS R&D Div.)	Ayumu Hoshino	Executive Officer (General Manager of PS R&D Div.)
Executive Officer (General Manager of Intellectual Property & Public Relations Div.)	Kazuo Iwahori	Executive Officer (General Manager of Intellectual Property & Public Relations Div.)
Executive CO (Deputy General Manager of PC R&D Div.)	Masato Arai	Executive CO (Deputy General Manager of PC R&D Div.)

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