

(Translation)

July 31, 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: Koichiro Ueda,
General Manager, Group Executive
Office and General Manager, Group
Communications Office
(TEL: 03-6215-9955)

Notice of Personnel Change at the Company's Subsidiary (Sammy Corporation)

Notice is hereby given that at the Extraordinary General Meeting of Shareholders of Sammy Corporation, a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), held on the July 31, 2009 at which Corporate Auditor was elected, Corporate Auditor was appointed and will assume office as of August 1, 2009, as described below.

Description

1. Personnel change (as of August 1, 2009)

New Title	Name	Former Title
Corporate Auditor	Takayoshi Matsuzawa	(Newly Elected)

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