

(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 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 August 1, 2009, as described below.

Description

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

Sammy Corporation will divide Production Division into Production Control Division and Manufacturing Division for the purpose of strengthening production control function and manufacturing function.

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

New Title	Name	Former Title
Executive Officer (General Manager of Manufacturing Div, Production Control Group Div.)	Kazuo Nishimura	Executive Officer (General Manager of Production Div, Production Control Group Div.)

- END -