

(Translation)

March 31, 2010

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 April 1, 2010, as described below.

Description

1. Organizational change (as of April 1, 2010)

Sammy Corporation integrates the function of SC R&D Division into PS R&D Division and PC R&D Division for the purpose of strengthening mutual interaction in R&D Group Division.

2. Personnel change (as of April 1, 2010)

New Title	Name	Former Title
Managing Director (General Manager of Marketing Division)	Yuichi Amari	Director (General Manager of Marketing Division)
Executive Officer (Deputy General Manager of Corporate Division)	Shunichi Shimizu	Deputy General Manager of Corporate Division

Executive Officer (General Manager of Production Control Department, Production Control Division)	Kanji Kobayashi	General Manager of Production Control Department, Production Control Division
Executive Officer (General Manager of Business Strategy Division)	Tetsuya Fukushima	General Manager of Business Strategy Division

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