

(Translation)

April 27, 2007

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS
INC.

Name of Representative: Hajime Satomi,
Chairman, President and
Representative Director

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiry: Michael Masakimi Hotta,
Executive Officer
(TEL: 03-6215-9955)

Notice of Personnel Change of Our Subsidiary (SEGA CORPORATION)

Notice is hereby given that SEGA CORPORATION, a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), will implement a personnel change as of May 1, 2007, as described below:

Description

Personnel change (as of May 1, 2007):

New Title	Name	Former Title
Senior Executive Officer, General Manager of Europe & US Consumer Business Div., CEO, SEGA Holdings U.S.A., Inc., CEO, SEGA EUROPE LTD. and CEO, SEGA of America, Inc.	Naoya Tsurumi	Senior Executive Officer, CEO, SEGA Holdings U.S.A., Inc., CEO, SEGA EUROPE LTD. and CEO, SEGA of America, Inc.
Executive Officer, General Manager of Domestic Consumer Business Div.	Hiroyuki Miyazaki	Executive Officer, Deputy General Manager of Consumer Business Div. and General Manager of Consumer Business Group
Executive Officer, Assistant to General Manager of Consumer Business Group Div.	Kazuhiro Yasutomi	Executive Officer, General Manager of Network Business Div.
R&D Creative Officer, General Manager of Consumer Development Group, Domestic Consumer Business Div.	Takayuki Kawagoe	R&D Creative Officer, General Manager of Consumer R&D Div.
R&D Creative Officer, Deputy General Manager of Consumer Development Business Group, Domestic Consumer Business Div. and General Manager of New Entertainment Software R&D Dept.	Toshihiro Nagoshi	R&D Creative Officer, General Manager of New Entertainment Software R&D Dept.

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