

(Translation)

June 20, 2005

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: Koichi Fukazawa,
Executive Officer
(TEL: 03-6215-9955)

Notice of Establishment of Advisory Committee

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on June 16, 2005, resolved to establish an advisory committee (Management Advisory Committee) comprised of well-informed independent personalities as of June 20, 2005 to further strengthen its functions of governance for management of the Group, as described below:

1. Reasons for the establishment of the advisory committee:

Since its incorporation as a holding company as a result of management integration of SEGA CORPORATION ("Sega") and Sammy Corporation ("Sammy"), the Company has regarded the strengthening of its corporate governance and compliance systems as the most important mission of management and has exerted its efforts to strengthen the general system of governance of the Sega Sammy Group while maintaining the framework of cooperation among its group companies. The establishment of the advisory committee, which is part of the measures to strengthen the system of governance of the Group, is intended to further improve the soundness and transparency of group management through advice on and monitoring of management by well-informed independent personalities from their broad perspectives.

In addition, the Group has recently experienced mishaps, including an accident at "TOKYO JOYPOLIS" operated by Sega and an alleged violation of the Income Tax Law by the former president of Sammy. The Company will exert its sincere efforts to prevent similar mishaps and strengthen corporate governance in general by taking internal preventive steps, as well as by reflecting various advice of the advisory committee on group management.

To provide new thrills and excitements to the people at all times as an entertainment corporate group, the Group will continue its efforts to further strengthen corporate governance and pursue continuous and efficient group management.

2. Well-informed independent personalities comprising the advisory committee:

Yoshio Ichiryu	[current] [vitae]	Representative Director & CEO, Ichiryu Associates, Inc. Counselor, KPMG AZSA & Co. Counselor, Bain & Company Japan, Inc. Visiting Professor, Graduate School, Saitama University Director, Knowledge Management Society of Japan Graduated from Department of Arts and Science, University of Tokyo 1968 Joined the Ministry of International Trade and Industry 1996 Assumed office of Director-General for Policy Coordination, Minister's Secretariat, Ministry of International Trade and Industry 2000 Assumed office of Representative Director & CEO of Ichiryu Associates, Inc.
Masaru Murai	[current] [vitae]	Counselor, General Atlantic Partners Chairman and Director, Net Learning, Inc. Graduated from Graduate School, University of California, Los Angeles 1962 Joined IBM Japan, Ltd. 1991 Assumed office of President, Compaq Computer Japan, Inc. 1997 Assumed office of Chairman, Compaq Computer Japan, Inc. 1998 Assumed office of Counselor, Compaq Computer Japan, Inc.
Shinji Fukukawa	[current] [vitae]	Counselor, Dentsu Inc. Graduated from Faculty of Law, University of Tokyo 1955 Joined the Ministry of International Trade and Industry 1986 Assumed office of Administrative Vice-Minister, Ministry of International Trade and Industry 1994 Assumed office of Chief Executive Officer, Dentsu Institute for Human Studies and Counsel, Dentsu Inc.

Junya Sato	[current]	Attorney-at-law, Ishizawa, Kou and Sato Law Office
	[vitae]	Graduated from Faculty of Law, University of Tokyo
		1999 Criminal Defense Instructor, Legal Training and Research Institute, Supreme Court
		2001 Deputy Trustee, MYCAL Co., Ltd. under corporate reorganization
		2003 Corporate Auditor and Legal Council, MYCAL Co., Ltd. under corporate reorganization
		2004 Corporate Auditor, Seikagaku Corporation

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