

(Translation)

February 10, 2006

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

It is hereby notified that SEGA SAMMY HOLDINGS INC. will make a personnel change as of February 19, 2006, as described below:

1. Personnel change
(as of February 19, 2006)

<u>New Title</u>	<u>Name</u>	<u>Former Title</u>
Resignation	Keiichiro Hashimoto	Senior Managing Director
Senior Executive Officer, Secretary for Administration Division and Audit Office of the Company	Tadashi Ishida	Senior Executive Officer, Alternate Secretary for Administration Division and Audit Office of the Company
Senior Managing Director of Sammy Corporation		Senior Managing Director of Sammy Corporation

- END -