(Translation)

May 13, 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)

<u>Notice of Introduction of Electronic Public Notice System</u>

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on May 13, 2005, determined to submit a proposition to amend its Articles of Incorporation to introduce an electronic public notice system to its 1st Ordinary General Meeting of Shareholders to be held on June 24, 2005 for its approval thereof, as described below:

Description

1.   Reason for the amendment to the Articles of Incorporation

In accordance with the enforcement on February 1, 2005 of the "Law to Amend Part of the Commercial Code, Etc. for Introduction of Electronic Public Notice System" (2004 Law No. 87) of Japan, an electronic public notice system is authorized on condition of a provision thereof in the articles of incorporation.   Hence, the Company desires to amend its Articles of Incorporation to introduce the system.

2.   Content of the amendment to the Articles of Incorporation

Current provision	Proposed amendment

Article 4.
 	
    Public notices of the Company shall be given in the Nihon Keizai Shimbun published in Tokyo.
	Article 4.
	
	    Public notices of the Company shall be given in <u>the form of electronic public notice; provided, however, that they shall be given in</u> *The Nihon Keizai Shimbun* published in Tokyo <u>for any compelling reason including an accident that makes electronic public notices unavailable.</u>

3.   Site to place public notices

The address of the website to place public notices will be determined at a meeting of the Board of Directors to be held immediately after the adoption of the resolution of the proposition at the 1st Ordinary General Meeting of Shareholders of the Company to be held on June 24, 2005. Notice of such address will be publicized as soon as it is determined.

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