

(Translation)

May 17, 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 Change of Representatives of Subsidiary of SEGA SAMMY HOLDINGS INC.

Notice is hereby given that there will be a change in the representatives of Nissho Inter Life Co., Ltd. (Chairman, President and Representative Director: Tooru Katamoto, Head Office: Kita-ku, Tokyo, Code No.: 1986), a subsidiary of SEGA SAMMY HOLDINGS INC. The change is expected to be made officially at a meeting of the board of directors of Nissho Inter Life Co., Ltd. after the close of its 32nd ordinary general meeting of shareholders to be held on June 15, 2005 at which directors will be appointed.

(Attached document: Nissho Inter Life Co., Ltd. "Notice of Change of Representatives")

- END -



(Translation)

May 17, 2005

Dear Sirs,

Name of Company: Nissho Inter Life Co., Ltd.
Name of Representative: Tooru Katamoto
Chairman, President and
Representative Director
(JASDAQ Code No. 1986)
Further Inquiry: Tatsuyoshi Tadano,
Senior Executive Officer and General
Manager of Finance Division
(TEL: 03-3810-7111)

Notice of Change of Representatives

Notice is hereby given that Nissho Inter Life Co., Ltd. (the "Company"), at its Board of Directors held on May 17, 2005, resolved to change its representatives, as described below. The change is expected to be made officially at a meeting of the Board of Directors after the close of its 32nd Ordinary General Meeting of Shareholders to be held on June 15, 2005 at which Directors will be appointed.

Description		
New Title	Name	Former Title
Chairman and Representative Director	Kiyofumi Sakino	Vice President and Director
President and Representative Director	Seijin Tanno	General Manager of Business Division
Director	Tooru Katamoto	Chairman, President and Representative Director

1. Reason for the Change

The Company will make such personnel change with the aim of further strengthening and improving its management basis.

2. Profiles of New Representatives

Name: Kiyofumi Sakino
Birth place: Hyogo Prefecture
Birth day: April 21, 1948
Education: March 1972: Graduated from Waseda University, Faculty of
Political Science and Economics

Career summary: June 1999: Director and General Manager of Administrative Division of Sammy Corporation

 June 2000: Managing Director and General Manager of Administrative Division of Sammy Corporation

 June 2004: Managing Director and General Manager of Management Integration Preparation Office of Sammy Corporation

 August 2004: Director of Nissho Inter Life Co., Ltd.

 October 2004: Managing Director of SEGA SAMMY HOLDINGS INC. (current)

 March 2005: Vice President and Director of Nissho Inter Life Co., Ltd. (current)

Name: Seijin Tanno

Birth place: Fukushima Prefecture

Birth day: September 5, 1954

Education: March 1973: Graduated from Fukushima Engineering High School

Career summary: April 1973: Joined Sega Enterprises Co., Ltd. (current: SEGA CORPORATION)

 July 2000: President and Representative Director of Sega Amusement Tokai Co., Ltd.

 July 2002: Managing Director and General Manager of Tokai Branch of SEGA AMUSEMENT CO., LTD.

 April 2004: Director and General Manager of Business Planning Division of SEGA AMUSEMENT CO., LTD.

 March 2005: General Manager of Business Control Division and Sales Division of Nissho Inter Life Co., Ltd.

 May 2005: General Manager of Business Control Division of Nissho Inter Life Co., Ltd. (current)

3. Scheduled Date for Assumption of Office

 June 15, 2005

- END -