

(Translation)

January 18, 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. made a personnel change as of January 16, 2006, as described below:

1. Personnel change
(as of January 16, 2006)

New Title	Name	Former Title
Executive Officer, Deputy Division Manager of Administration Division and General Manager of Finance Department	Tetsushi Ikeda	-

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