

(Translation)

June 24, 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 Personnel Change

Notice is hereby given that at the meeting of the Board of Directors of SEGA SAMMY HOLDINGS INC. (the "Company") held after the close of its Ordinary General Meeting of Shareholders held on June 24, 2005 at which the Directors and Corporate Auditors were elected, the Representative Director, Directors with specific titles and Corporate Auditors were appointed and assumed office as of the same day, as described below:

Description

1. Directors and Corporate Auditors

New Title	Name	Former Title
Chairman, President and Representative Director	Hajime Satomi	Chairman, President and Representative Director
Vice Chairman and Director	Hisao Oguchi	Vice Chairman and Director
Executive Vice President and Director	Keishi Nakayama	Senior Managing Director
Senior Managing Director	Keiichiro Hashimoto	Corporate Adviser
Director	Toru Katamoto	(Newly elected)
Director	Hideki Okamura	Director
Director	Yasuo Tazoe	Director
Standing Corporate Auditor	Kazutada Ieda	Standing Corporate Auditor
Corporate Auditor	Akio Kioi	Corporate Auditor

Corporate Auditor	Ryoichi Arai	Corporate Auditor
Corporate Auditor	Toshio Hirakawa	Corporate Auditor
(Retired)	Kiyofumi Sakino	Managing Director

- * Mr. Nakayama will take charge of the President Office, Secretary Office and CSR Promotion Department.
- * Mr. Hashimoto will take charge of the Administration Division and Audit Office.
- * Mr. Sakino assumed office of Chairman and Representative Director of Nissho Inter Life Co., Ltd., a subsidiary of the Company, as of June 15, 2005.

2. Executive Officers

New Title	Name	Former Title
Executive Officer and Division Manager of Administration Division	Akira Sugano	Executive Officer and Division Manager of Administration Division
Executive Officer and Adviser to Executive Vice President	Koichi Fukazawa	Executive Officer and General Manager of President Office
Executive Officer and General Manager of President Office	Michael Masakimi Hotta	Executive Officer and General Manager of Secretary Office

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