

(Translation)

October 25, 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: Michael Masakimi Hotta,  
Executive Officer  
(TEL: 03-6215-9955)

Notice of Personnel Change of Subsidiary (SEGA CORPORATION)

Notice is hereby given that SEGA CORPORATION, a subsidiary of SEGA SAMMY HOLDINGS INC., made a personnel change in accordance with the resolution adopted at the meeting of its board of directors held on October 25, 2005, as described below:

Description

1. Personal change (as of November 1, 2005)

New Title	Name	Former Title
Director Amusement New Business Div. Amusement Business Group Div.	Yasuo Tazoe	Director Entertainment Facilities Business Div. Amusement Business Group Div.
Corporate Officer Entertainment Facilities Business Div. Amusement Business Group Div.	Tsutomu Kiyosue	Corporate Officer Operations Group Entertainment Facilities Business Div. Amusement Business Group Div.
Corporate Officer Business Planning Div. Amusement New Business Div. Amusement Business Group Div.	Koji Yoshida	General Manager Business Planning Div. Amusement Business Group Div.
Corporate Officer In charge of Amusement Business in China Amusement Business Group Div.	Toru Tsujii	General Manager Amusement Business Group Amusement Business Group Div.
Corporate Officer Production Group Amusement Business Group Div.	Kunihiko Watanabe	Corporate Advisor Sammy Corporation

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