

(Translation)

October 27, 2004

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 of Our Subsidiary (SEGA CORPORATION)

Notice is hereby given that SEGA CORPORATION, a subsidiary of SEGA SAMMY HOLDINGS INC., made a personnel change pursuant to the resolution adopted at the meeting of its board of directors held on October 26, 2004, as described below:

1. Personnel change:

**As of October 26, 2004**

New Title	Name	Former Title
Executive Officer and General Manager, Office of the Chairman and the President	Koichi Fukazawa	General Manager, Office of the Chairman and the President

Koichi Fukazawa concurrently serves as Executive Officer of SEGA SAMMY HOLDINGS INC.

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