

(Translation)

December 28, 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

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the "Company") will make a personnel change in accordance with the resolution adopted at the meeting of its Board of Directors held on December 28, 2005, as described below:

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

New Title	Name	Former Title
Senior Executive Officer, Alternate Secretary for Administration Division and Audit Office of the Company Senior Managing Director and Division Manager of Corporate Division of Sammy Corporation	Tadashi Ishida	Senior Managing Director and Division Manager of Corporate Division of Sammy Corporation

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