

(Translation)

July 3, 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 Organizational and Personnel Changes

Description

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the "Company") made organizational and personnel changes as of July 1, 2006, as described below:

1. Organizational change (as of July 1, 2006)

With the aim of strengthening the management strategy function of SEGA SAMMY GROUP, the Company will establish a "Corporate Planning Division".

2. Personnel change (as of July 1, 2006)

<u>New Title</u>	<u>Name</u>	<u>Former Title</u>
Executive Officer and Division Manager of Corporate Planning Division	Koichi Fukazawa	Executive Officer and Assistant to Executive Vice President
Executive Officer and Assistant to Executive Vice President	Yuichi Amari	-

- END -