

(Translation)

July 28, 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 Personnel Change by Our Subsidiary (Sammy Corporation)

Description

It is hereby notified that Sammy Corporation, a subsidiary of SEGA SAMMY HOLDINGS INC., will make a personnel change as of August 1, 2006, as described below:

Personnel change (as of August 1, 2006)

<u>New Title</u>	<u>Name</u>	<u>Former Title</u>
Executive Officer and Division Manager of Corporate Division	Hideo Hayashide	-

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