

(Translation)

March 31, 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: Koichi Fukazawa,
Executive Officer
(TEL: 03-6215-9955)

Notice of Organizational Change

Notice is hereby given that in accordance with the resolution adopted at the meeting of the Board of Directors of SEGA SAMMY HOLDINGS INC. (the "Company") held on March 31, 2005, an organizational change will be implemented as of April 1, 2005, as described below:

Description

1. Purpose of the organizational change:

With the aim of further improving operational efficiencies, strengthening the organizational system and leveraging the administrative system of the whole Group in the process of sustaining a medium- and long-term growth of the Group in the future, the Company will implement an organizational change.

2. Content of the organizational change:

(1) Functions of the Divisions:

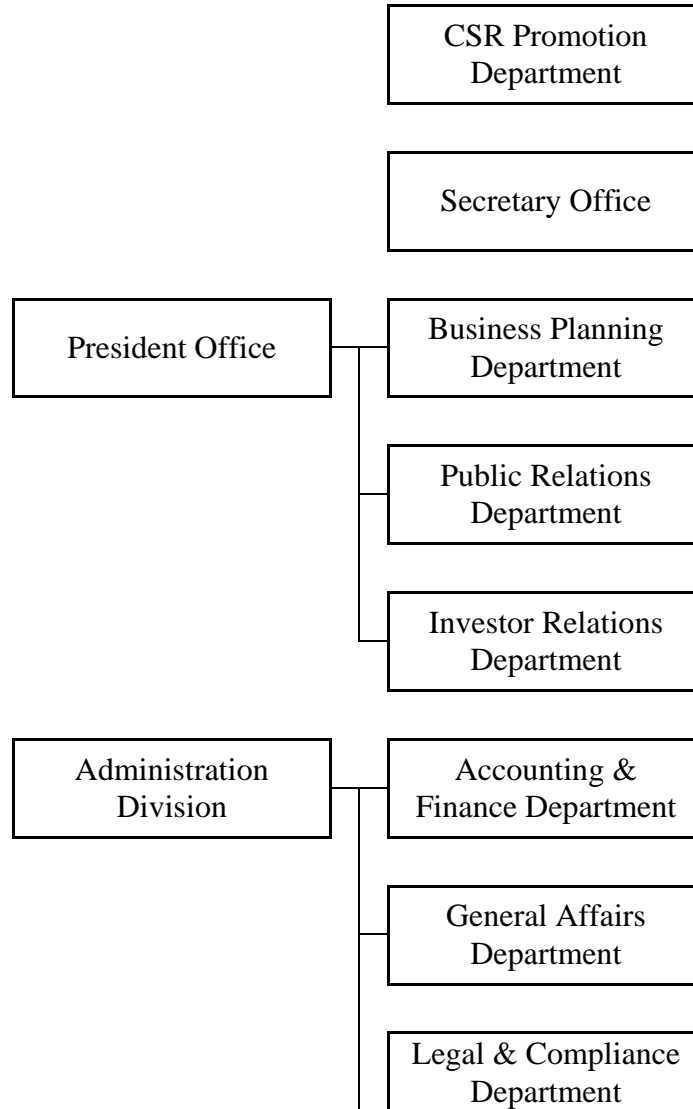
With the aim of organizing the scope of executive responsibilities of Executive Officers and defining their responsibilities more clearly, the Company will newly establish a "President Office" and an "Administration Division".

(2) Departments and Offices:

With the aim of fulfilling its social responsibilities proactively, such as the improvement of the ethical standards and codes of conduct of the Company and the Group and the establishment of a system of compliance with law including a check

system of the whole Group, the Company will newly establish a "CSR Promotion Department".

3. Organization chart after the change:



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