

(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 Personnel Changes of Our Subsidiary (Sammy Corporation)

Notice is hereby given that in accordance with the resolution adopted at the meeting of the board of directors of Sammy Corporation, a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), held on March 31, 2005, personnel changes have been implemented, as described below:

Description

1. Personnel changes:

(as of March 31, 2005)

New Title	Name	Former Title
Retiring as Executive Officer	Yoshitaka Kawamura	Executive Officer

* Mr. Kawamura is expected to assume the offices of President and Representative Director of Sammy Golf Entertainment Co., Ltd. and Wave Master Co., Ltd., both of which will become consolidated subsidiaries of the Company as of April 1, 2005, as of the same date.

(as of April 1, 2005)

New Title	Name	Former Title
Senior Managing Director	Tadashi Ishida	-
Managing Director, Division Manager of Sales Division, General Manager of Business Planning Office and Business Promotion Department	Katsuya Kondo	Managing Director, Division Manager of SP Sales Division, General Manager of Business Planning Office, Sales Promotion Department and Business Promotion Department

New Title	Name	Former Title
Director (part time) and Senior Managing Director of SEGA SAMMY HOLDINGS INC.	Keishi Nakayama	Senior Managing Director of SEGA SAMMY HOLDINGS INC.
Executive Officer and Division Manager of SC Research & Development Division	Rikiya Nakagawa	Executive Officer, Division Manager of Media Development Division and General Manager of Software R&D Department 1 and AM Research & Development Department

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