

(Translation)

September 25, 2008

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.
Name of Representative: Hajime Satomi,
Chairman, President and Representative
Director (CEO)
(Code No. 6460, Tokyo Stock Exchange 1st Section)
Further Inquiry: Takatoshi Akiba,
Executive Officer
(TEL: 03-6215-9955)

Notice of Change in Major Shareholder

Notice is hereby given that there was a change in the major shareholder of SEGA SAMMY HOLDINGS INC. (the "Company"), as described below:

Description

1. Background of the change:

The following shareholder filed with the Kanto Local Finance Bureau a report to amend the report on the holding of a large amount of shares dated September 22, 2008. Consequently, such change in the major shareholder of the Company was confirmed by the Company.

2. Name of the shareholder, etc.:

(1)	Name:	Fidelity Investments Japan Limited
(2)	Head office:	Shiroyama Trust Tower, 4-3-1 Toranomon, Minato-ku, Tokyo
(3)	Representative:	Thomas Balk
(4)	Main business:	Investment management

3. Number of shares (voting rights) held by the shareholder and the ratio thereof to the number of voting rights of all the shareholders:

	Number of voting rights (Number of shares)	Ratio thereof to the number of voting rights of all the shareholders	Large shareholder ranking
Before the change (as of August 15, 2008)	272,897 rights (27,289,700 shares)	10.93%	Third
After the change	201,527 rights (20,152,700 shares)	8.07%	Third

Note 1: Number of shares excluded from the total number of issued shares as shares without voting rights: 33,626,589 shares

Number of shares issued as of March 31, 2008: 283,229,476 shares

Note 2: The report to amend the report on the holding of a large amount of shares filed on September 22, 2008 stated that the filing party, Fidelity Investment Japan Ltd., held 20,152,700 shares and FRM LLC, in their joint names, held 379,100 shares.

Note 3: The large shareholder ranking was made based on the register of shareholders as of March 31, 2008.

4. Date of the change:

September 15, 2008

5. Future outlook:

This notice is made based on a report to amend the report on the holding of a large amount of shares. Hence, there is nothing to be specifically described as to the future outlook.

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