

(Translation)

July 31, 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 Organizational and Personnel Changes  
at the Company's Subsidiary (Sammy Corporation)**

Notice is hereby given that Sammy Corporation, a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), will implement organizational and personnel changes as of August 1, 2008, as described below.

Description

1. Organizational change (as of August 1, 2008)

Sammy Corporation will integrate Business Administration Department into Corporate Department for the purpose of establishing a new organization enabling efficient and functional business management.

2. Personnel change (as of August 1, 2008)

New Title	Name	Former Title
Director (Management of Corporate Department)	Hideo Yoshizawa	Director (Management of Business Administration Department and Corporate Department)
Executive Officer (Assistant to Director in charge of Corporate Department)	Hideo Hayashide	Executive Officer (General Manager of Corporate Div.)

New Title	Name	Former Title
Executive Officer (General Manager of Corporate Department)	Shigeru Aoki	Executive Officer (General Manager of Business Administration Department)

- END -