

(Translation)

August 29, 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 Personnel Change 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 a personnel change as of August 31, 2008, as described below.

Description

1. Personnel change (as of August 31, 2008)

New Title	Name	Former Title
(Retired)	Hideo Hayashide	Executive Officer (Assistant to Director in charge of Corporate Department)

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