

(Translation)

March 23, 2007

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: Michael Masakimi Hotta,  
Executive Officer  
(TEL: 03-6215-9955)

Notice of Organizational Change and Personnel Change  
by Our Subsidiary (Sammy Corporation)

It is hereby notified that Sammy Corporation, a subsidiary of SEGA SAMMY HOLDINGS INC., will make an organizational change and a personnel change as of April 1, 2007, as described below:

Description

1. Organizational change

Sammy Corporation will establish a new Research & Development Group Division to generally manage the whole machine development divisions to develop machines in a quick and efficient manner, promote standardization of parts and components and reduce development and mass production costs. In addition, Sammy Corporation will establish a new Hall Total Service Sales & Marketing Division to strengthen its hall total service business.

2. Personnel change (as of April 1, 2007)

New Title	Name	Former Title
Director, Division Manager of Research & Development Group Division and Division Manager of SC Research & Development Division	Norio Uchida	Director, Division Manager of PS Research & Development Division and Division Manager SC Research & Development Division
Director, Division Manager of Hall Total Service Sales & Marketing Division	Yuichi Amari	Director and Assistant to Division Manager of Sales & Marketing Division
Executive Officer, Division	Tomomi Yamazaki	Executive Officer, Creative

New Title	Name	Former Title
Manager of PS Research & Development Division, Research & Development Group Division		Officer, Deputy Division Manager of PS Research & Development Division
Executive Officer, sent on loan to Sammy Systems Co., Ltd.	Yasuhiko Yoshimura	Deputy Division Manager of Sales & Marketing Division
Executive Officer, Creative Officer, Deputy Division Manager of PC Research & Development Division, Research & Development Group Division	Masato Arai	Executive Officer, Creative Officer, General Manager of PS-R Planning Research & Development Department and General Manager of PS-G Planning Research & Development Department, PS Research & Development Division
Executive Officer, Creative Officer, Deputy Division Manager of PS Research & Development Division, Research & Development Group Division	Ayumu Hoshino	Executive Officer, Creative Officer, General Manager of PS-S Planning Research & Development Department and General Manager of PS Design Research & Development Department, PS Research & Development Division

- END -