

(Translation)

June 19, 2007

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

Notice of Change of Representative Director

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on June 19, 2007, resolved to change its Representative Director, as described below:

Description

1. Details of the change:

New Title	Name	Former Title
Executive Vice President and Representative Director	Keishi Nakayama	Executive Vice President and Director

2. Reason for the change:

The Company intends for the new Representative Director to aid its Chairman, President and Representative Director Hajime Satomi, who has assumed the office of President, Representative Director, CEO and COO of its subsidiary SEGA CORPORATION, and also strengthen its group management system and speed up important management decisions.

3. Name and curriculum vitae of the new Representative Director:

Name:	Keishi Nakayama
Home city:	Yamanashi Prefecture
Education:	March 1967 Graduated from Aoyama Gakuin University, College of Economics
Date of birth:	July 23, 1942
Curriculum vitae:	Sept. 1989 Joined Sammy Industry Co., Ltd. (current Sammy Corporation); General Manager, General Affairs Department
	June 1993 Director; General Manager, President Office, Sammy Corporation
	January 2000 Managing Director; General Manager, President Office, Sammy Corporation
	March 2004 Senior Managing Director; Secretary for President Office, Sammy Corporation
	October 2004 Senior Managing Director, the Company
	April 2005 Director, Sammy Corporation (current)
	June 2005 Director, Sammy NetWorks Co., Ltd. (current)
	June 2005 Executive Vice President and Director, the Company

4. Date for assumption of office:

June 19, 2007

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