

(Translation)

April 15, 2005

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: Koichi Fukazawa,
Executive Officer
(TEL: 03-6215-9955)

Notice of Personnel Change

Notice is hereby given that SEGA SAMMY HOLDINGS INC. implemented a personnel change as of April 15, 2005, as described below:

Description

1. Personnel change

(as of April 15, 2005)

New Title	Name	Former Title
Executive Officer General Manager Secretary Office	Masakimi Hotta	-

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