

(Translation)

September 28<sup>th</sup>, 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 and Personnel Changes at Subsidiary Company SEGA Corporation

The following personnel changes will be made in conjunction with organizational changes effective October 1<sup>st</sup>, 2007.

#### 1 . Organizational Change ( As of October 1<sup>st</sup>, 2007 )

With the purpose of strengthening the amusement machine and amusement facilities businesses there have been changes made within the Amusement Business Group Division to the Amusement Planning Group, Amusement R&D Group, New Business Development Group, Amusement Production and Procurement Group, Amusement Machines Sales Group, Amusement Facilities Business Group, Overseas Amusement Business Group, MMPJ (Minato Mirai Project) Business Group.

#### 2 . Personnel Changes ( As of October 1<sup>st</sup>, 2007 )

New Title	Name	Former Title
Senior Managing Director Amusement Business Group Div. Amusement New Business R&D Group	Okitane Usui	Senior Managing Director Amusement Business Group Div.
Managing Director Consumer Business Group Div. Character Business & Licensing Dept.	Hideki Okamura	Managing Director Consumer Business Group Div. Character Business Dept., License Dept., Film & Character Production
Corporate Director Amusement Business Group Div. MMPJ Business Group	Yasuo Tazoe	Corporate Director Amusement Marketing Development Div
Corporate Director Corporate Group Div. President's Office	Akira Sugano	Corporate Director Corporate Group Div.
Corporate Director Amusement Business Group Div Amusement Planning Div.	Koichi Fukazawa	Corporate Director Office of the Chairman and the President

Senior Executive Officer Amusement Business Group Div. Amusement Facilities Business Div.	Toshiya Tabata	Senior Executive Officer Amusement Business Group Div Entertainment Facilities Business Group
Corporate Officer Amusement Business Group Div. Amusement R&D Div. and Amusement Planning Div.	Yukio Sugino	Corporate Officer Amusement Business Group and Amusement R&D Div.
Corporate Officer Amusement Business Group Div. Amusement Machines Sales Div.	Shigeru Yamashita	Corporate Officer Amusement Business Group Div Amusement Machines Business Div.
Corporate Officer Amusement Business Group Div. Amusement Facilities Business Div. and Facilities Strategy Group	Tsutomu Kiyosue	Corporate Officer Amusement Business Group Div Entertainment Facilities Business Div.
Corporate Officer Amusement Business Group Div. AM New Business Development Div. and New Product Development Dept.	Kouji Yoshida	Corporate Officer Amusement Business Group Div Amusement Domestic Sales Group
Corporate Officer Amusement Business Group Div. Amusement Production Procurement Div.	Kunihiko Watanabe	Corporate Officer Amusement Business Group Div Production Group