

Translation

October 31st, 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 Personnel Change

Notice is hereby given of the personnel change approved at a meeting of the board of directors on October 31st, 2007.

1. Personnel Change (Effective as of November 1st, 2007)

New Title	Name	Former Title
Executive Officer Secretary to the Executive Vice President	Michael Masakimi Hotta	Executive Officer General Manager of Group Communications Office
Executive Officer General Manager of Group Representative Office And Group Communications Office	Takatoshi Akiba	Executive Officer General Manager of Group Representative Office

※Masakimi Hotta intends to resign his position as of December 14th, 2007.