

The information herein relates to a business combination (the "Transaction") to be effected under Japanese law whereby SAMMY CORPORATION and SEGA CORPORATION (together, the "Companies") will become wholly-owned subsidiaries of a newly formed Japanese corporation (the "Holding Company"). The Transaction and information to be distributed in connection with the Transaction are subject to Japanese disclosure requirements that are different from those of the United States. Financial statements and financial information, if any, included herein have been prepared in accordance with Japanese accounting standards that may not be comparable to financial statements or financial information of United States companies.

It may be difficult for you to enforce your rights and any claim you may have arising under the U.S. federal securities laws in respect of the Transaction, since the Companies and the Holding Company will be located in Japan, and some or all of their respective officers and directors may be residents of Japan. You may not be able to sue the Companies, the Holding Company or their respective officers or directors in a Japanese court for violations of the U.S. securities laws. It may be difficult to compel the Companies, the Holding Company or any of their respective affiliates to subject themselves to a U.S. court's judgment.

You should be aware that the Companies or the Holding Company may purchase securities otherwise than pursuant to the Transaction, such as in open market or privately negotiated purchases.

June 29, 2004

Name of Company: SEGA CORPORATION

Place of Principal Office: 2-12, Haneda 1-chome, Ohta-ku, Tokyo

Name of Representative: Hisao Oguchi,
President and Representative Director

TSE Code: 7964 (TSE 1st Section)

Name of Contact Person: Akira Sugano
Director, Corporate Division

Telephone Number: 03-5736-7111

Notice of the New Managerial and Business Execution Structures

SEGA CORPORATION hereby notifies that at the meeting of its board of directors held on June 29, 2004, the management structure with the following directors and corporate officers was resolved.

Title	Name	Responsibility
Chairman, Representative Director and CEO	Hajime Satomi	
President, Representative Director and COO	Hisao Oguchi	
Managing Directors	Yoshiharu Suzuki (promoted) Hideki Okamura (newly appointed) Yasuo Tazoe (newly appointed)	
Director	Akira Sugano (newly appointed)	
Statutory Auditors	Ryoichi Arai (newly appointed) Kazutada Ieda Iwao Nishi	
Auditor	Mineo Enomoto (newly appointed)	

Senior Corporate Officer	Keiji Mori	Deputy Executive General Manager of Amusement Machine Sales Division
Corporate Officers	Masanao Maeda	Deputy Executive General Manager of Consumer Business Division
	Toshiya Tabata	Executive General Manager of Amusement Center Development Division of Sega Amusement Ltd.
	Hiroshi Yagi	Executive General Manger of Amusement Product Development Division
	Shigeru Yamashita	Deputy General Manager of Prize Product Sales Division
	Yukio Sugino	Deputy Executive General Manager of R&D Division
	Hiroyuki Soga	Executive General Manager of Administration Division and General Manager of Public Relations Department
	Tsutomu Kiyosue (newly appointed)	Executive General Manager of Business Operation Division of Sega Amusement Ltd.
R&D creative Officers	Yuji Naka Toshihiro Nagoshi Yu Suzuki	

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