

(Translation)

March 31, 2009

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: Takatoshi Akiba,  
Executive Officer  
(TEL: 03-6215-9955)

Notice of Organizational and Personnel Changes at SEGA SAMMY HOLDINGS INC.  
and its Subsidiaries (SEGA CORPORATION and Sammy Corporation)

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company") and the Company's subsidiaries SEGA CORPORATION and Sammy Corporation will implement organizational and personnel changes as of April 1, 2009 and April 15, 2009, as described below:

Description

**SEGA SAMMY HOLDINGS INC.**

1. Personnel change (As of April 1, 2009)

New Title	Name	Former Title
Executive Officer (In charge of policies and external affairs)	Takatoshi Akiba	Executive Officer (General Manager of Group Representative Office and Group Communications Office)

**SEGA CORPORATION**

1 . Personnel change (As of April 1, 2009)

New Title	Name	Former Title
(Retired) (Special Advisor)	Masanao Maeda	Director (General Manager of Domestic Consumer Business Div., Overseas Consumer Business Div. and Overseas Amusement Business Div.)
(Retired) (Deputy General Manager of Amusement Facilities Business Div.)	Toshiya Tabata	Executive Officer (Deputy General Manager of Amusement Facilities Business Div.)
(Retired) (Manager of Strategic R&D Office, Domestic Consumer Business Div. and Manager of Consumer R&D Dept. #4, Consumer R&D Div.)	Hiroyuki Miyazaki	Executive Officer (General Manager of Consumer R&D Div.)
Executive Officer (General Manager of Domestic Consumer Business Div.)	Takayuki Kawagoe	Executive Officer (Deputy General Manager of Domestic Consumer Business Div.)
(Retired) (General Manager of ALL.Net Development and Strategy Div., Amusement R&D Div.)	Hiroshi Yagi	Executive Officer (General Manager of ALL.Net Development and Strategy Div., Amusement R&D Div.)
R&D Creative Officer (General Manager of Consumer R&D Div.)	Toshihiro Nagoshi	R&D Creative Officer (Deputy General Manager of Consumer R&D Div.)
(Retired) (Manager of AM Plus R&D Dept., Amusement R&D Div.)	Yu Suzuki	R&D Creative Officer (Manager of AM Plus R&D Dept., Amusement R&D Div.)

※Mr.Yagi and Mr.Suzuki will be member of Amusement R&D Division as of April 15, 2009.

2 . Personnel change (As of April 15, 2009)

New Title	Name	Former Title
President, Representative Director (COO) (General Manager of Amusement R&D Div.)	Okitane Usui	President, Representative Director (COO)
Executive Officer (President's Office)	Yukio Sugino	Executive Officer (General Manager of Amusement R&D Div.)
R&D Creative Officer (Manager of AM R&D Dept. #2, Amusement R&D Div.)	Hiroshi Kataoka	R&D Creative Officer (General Manager of AM Software R&D Div., Amusement R&D Div.)
R&D Creative Officer	Masao Yoshimoto	R&D Creative Officer

<b>New Title</b>	<b>Name</b>	<b>Former Title</b>
(Manager of AM Product R&D Dept., Amusement R&D Div.)		(General Manager of AE R&D Div., Amusement R&D Div.)

<b>Sammy Corporation</b>
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1 . Organizational Change (As of April 1, 2009)

Sammy Corporation newly establishes “Strategic R&D Office” for the purpose of organizing strategic product line-up of pachislot pachinko machines, its core business, while grasping market environment with the medium- to long-term standpoint. And Sammy Corporation also creates “Intellectual Property & Public Relations Division” to consolidate information of pachislot pachinko market and contribute to market development.

2 . Personnel Change (As of April 1, 2009)

<b>New Title</b>	<b>Name</b>	<b>Former Title</b>
President, Representative Director (COO)	Keishi Nakayama	President, Representative Director (COO) (General Manager of Business Strategy Department)
Senior Managing Director (General Manager of R&D Group Div. and Strategic R&D Office)	Hisao Oguchi	Director (CCO (Chief Creative Officer) and General Manager of R&D Group Div.)
Director (General Manager of Production Control Group Div. and Deputy General Manager of R&D Group Div.)	Norio Uchida	Director (General Manager of Production Control Group Div. and SC R&D Div. and Deputy General Manager of R&D Group Div.)
Director (General Manager of Corporate Div.)	Shigeru Aoki	(New elected) Executive Officer (General Manager of Corporate Div.)
Director (Management of Intellectual Property & Public Relations Div.)	Hideo Yoshizawa	Director (Management of Corporate Div.)
Executive Officer (General Manager of SC R&D Div.)	Tomomi Yamazaki	Executive Officer (General Manager of PS R&D Div.)
Executive Officer (General Manager of PS R&D Div.)	Ayumu Hoshino	Executive Creative Officer (Deputy General Manager of PS R&D Div.)
Executive Officer (General Manager of Intellectual Property & Public Relations Div.)	Kazuo Iwahori	(New elected) (Deputy General Manager of Corporate Div.)

※New directors were approved at extraordinary general meeting of Sammy Corporation held on March 31, 2009.

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