

September 24, 2003
SEGA CORPORATION
Hisao Oguchi
President and Representative Director
TSE Code: 7964
Inquire: Shoichi Yamazaki, Officer
President Office

Notice Regarding SEGA's R&D Studio Reorganization

At the board of director of the Company held in September 24, 2003, the Company made the details of its R&D studios' reorganization plan announced in July 30, 2003.

1. Company Name: Two companies' official names were decided. (Both were tentative as of the previous announcement)

Tentative Names as of July 30, 2003	Official Names
Wow Works Co., Ltd.	SEGA WOW, INC
Cinematic Online Games Co., Ltd.	DigitalRex Co., Ltd.

2. Other Information

Regarding the reorganization through merger, its merger ratio would be based on market value.

(Note)

The documents or audiovisual files that you are going to access may contain information subject to the regulation concerning insider trading in Securities Transaction Regulation No. 166. If you trade equity-related securities, including derivative instruments, of the Company within 12 hours of the announcement (before Sept. 25, 2003, 6:00JST) of related information, you may violate the insider trading regulation.

(Reference)

1	Company Name	SEGA WOW, INC.
2	Business	R&D of Game Software
3	Date of Incorporation	April 21, 2000
4	Address	23-23 Ebisu 1-chome, Shibuya-ku, Tokyo
5	President	Rikiya Nakagawa
6	Paid-in Capital	¥140 million
7	Number of Employees	233
8	Principle Shareholder and its Equity ownership percentage	SEGA CORPORATION, 100%
9	Relation with SEGA	Development of Game Software on Commission

1	Company Name	DigitalRex Co., Ltd.
2	Business	R&D of Game software
3	Date of Incorporation	October 1, 2003
4	Address	2-12 Haneda 1-chome, Ohta-ku, Tokyo
5	President	Yu Suzuki
6	Paid-in Capital	¥100 million
7	Number of Employees	27
8	Principle Shareholder and its Equity ownership percentage	SEGA CORPORATION, 100%
9	Relation with SEGA	Development of Game Software on Commission

End