

(Translation)

July 27, 2007

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: Michael Masakimi Hotta,  
Executive Officer  
(TEL: 03-6215-9955)

Notice of Organizational and Personnel Changes

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the "Company") will make organizational and personnel changes as of August 1, 2007, as described below:

Description

1. Organizational change (as of August 1, 2007)

The Company will abolish the Corporate Planning Division, President Office and Administration Division and newly establish a "Group Representative Office", "Group Communication Office", "Administration Department" and "Corporate Governance Committee (Secretariat)".

2. Personnel change (as of August 1, 2007)

New Title	Name	Former Title
Senior Executive Officer, General Manager of Administration Division; Director and General Manager of President Office of Sammy Corporation	Hideo Yoshizawa	Director, General Manager of President Office of Sammy Corporation
Senior Executive Officer in charge of policies and public relations; Director, General Manager of Office of the Chairman and the President of SEGA CORPORATION	Koichi Fukazawa	Executive Officer and Division Manager of Corporate Planning Division; Director, General Manager of Office of the Chairman and the President of SEGA CORPORATION

<b>New Title</b>	<b>Name</b>	<b>Former Title</b>
Executive Officer and General Manager of Group Communication Office	Michael Masakimi Hotta	Executive Officer and General Manager of President Office
Executive Officer in charge of Corporate Governance Committee	Tetsushi Ikeda	Executive Officer and Deputy Division Manager of Administration Division
Executive Officer and General Manager of Group Representative Office	Takatoshi Akiba	Deputy Division Manager of Corporate Planning Division
Director and Division Manager of Corporate Group Div. of SEGA CORPORATION	Akira Sugano	Executive Officer and Division Manager of Administration Division; Director and Division Manager of Corporate Group Div. of SEGA CORPORATION

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