

(Translation)

October 28, 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: Koichiro Ueda,
General Manager of Group
Communications Office
(TEL: 03-6215-9955)

**Notice of Change of Representative and Officers
at the Company's Subsidiary (SEGATOYS CO., LTD.)**

Notice is hereby given that SEGATOYS CO., LTD., a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on October 28, 2009, adopted resolution to change its representative and officers, as described in the attachment hereto.

<<Attached material: Press release of SEGATOYS CO., LTD.
"Notice of Change of Representative and Officers">>

- END -

(Translation)

October 28, 2009

Dear Sirs,

Name of Company: SEGATOYS CO., LTD.
 Name of Representative: Isao Kokubun,
 President and CEO
 (JASDAQ, Code No. 7842)
 Further Inquiry: Akira Sugano,
 Senior Managing Director
 Corporate Department
 (TEL: 03-5822-6244)

Notice of Change of Representative and Officers

SEGATOYS CO., LTD. (the "Company") has announced that, at the meeting of its Board of Directors held on October 28, 2009, it appointed the President and CEO and directors as described below.

Description

1. New and former President and CEO and directors and titles (as of December 1, 2009):

New Title	Name	Former Title
President and CEO	Yoshiharu Suzuki	Senior Managing Director, General Manager of Corporate Planning Office
Director (part-time)	Isao Kokubun	President and CEO

(1) Reason for change

The personnel change is intended to facilitate the Company's efforts toward a recovery of earnings under a new management structure, as well as to strengthen its management base.

(2) Career summary of new President and CEO

New title	President and CEO
Name	Yoshiharu Suzuki
Date of birth	May 19, 1953
Career summary	<p>November 1992 Joined SAMMY CORPORATION, concurrently serving as Deputy General Manager of Amusement Division and General Manager of Development Division</p> <p>June 1994 Director and Deputy General Manager of Amusement Division and General Manager of Development Division at SAMMY</p> <p>June 2000 Retired as Director at SAMMY</p> <p>June 2001 Director in charge of AM Division at SAMMY</p> <p>June 2002 Concurrently serving as Executive Director in charge of AM Division and General Manager of AM/NEWS Office at SAMMY</p>

February 2004	Joined SEGA CORPORATION as Director
June 2004	Executive Director and General Manager of Amusement Machine Business at SEGA
April 2005	Executive Director and Deputy General Manager of AM Business Group at SEGA
June 2005	Executive Director and General Manager of AM Business Group at SEGA
June 2007	General Manager of AM Overseas Business Division at SEGA
February 2008	Advisor at SEGA
April 2008	Joined SEGATOYS as Advisor
June 2008	Senior Managing Director at SEGATOYS
July 2008	Senior Managing Director and General Manager of Corporate Planning Office, in charge of New Business Department at SEGATOYS
March 2009	Senior Managing Director and General Manager of Corporate Planning Office (to present)
Number of shares held	1,000 shares

(3) Scheduled date for assuming office
December 1, 2009

2. Change of directors (as of December 1, 2009)

New Title	Name	Former Title
Executive Vice president and Director, General Manager of Corporate Department	Akira Sugano	Senior Managing Director Corporate Department
Senior Managing Director in charge of domestic BAKUGAN business and Planning and Development Department	Kenji Yokozeki	Director
Director (part-time)	Shigeru Yoshino	Director

(1) Reason for changes

The personnel change is intended to facilitate the Company's efforts toward earnings recovery under new management structure and to strengthen its management base.

(2) Scheduled date for assuming office
December 1, 2009

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