

(Translation)

December 1, 2004

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.  
Name of Representative: Hajime Satomi,  
Chairman, President and  
Representative Director  
(Code No. 6460, Tokyo Stock Exchange 1st Section)  
Further Inquiry: Koichi Fukazawa,  
Executive Officer  
(TEL: 03-6215-9955)

Notice of Personnel Change of Subsidiary (SEGA CORPORATION)

Notice is hereby given that SEGA CORPORATION, a subsidiary of SEGA SAMMY HOLDINGS INC., made a personnel change in accordance with the resolution adopted at the meeting of SEGA's board of directors held on December 1, 2004, as described below:

Description

1. Personnel change:

As of December 1, 2004

<b>New Title</b>	<b>Name</b>	<b>Former Title</b>
Executive Officer, SEGA CORPORATION (newly appointed) and CEO, SEGA EUROPE LTD. (promoted)	Naoya Tsurumi	COO, SEGA EUROPE LTD.

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