

November 26, 2003
SEGA CORPORATION
Hisao Oguchi,
President and Representative Director
TSE Code: 7964
Inquire: Shoichi Yamazaki, Officer
President Office

Notice of the Establishment of Holding Company

At the Board of Directors of SEGA CORPORATION held in November 26, 2003, SEGA decided to establish the holding company to control the R&D studios, which was already announced in July 30, 2003. The details are as follows.

1. The Company's Name: SEGA R&D HOLDINGS INC.
2. Primarily Business: Control overall R&D studios' accounting and financials
3. Date of Establishment: December 1, 2003
4. Address of the Company: 2-12 Haneda 1-chome, Ohta-ku, Tokyo, Japan
5. Representative: Akira Sugano
6. Paid-in Capital: 810 million yen
7. Principal Shareholder and Its Equity Ownership Percentage:
SEGA CORPORATION 100%

End

(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 November 27, 2003 06:00-JST) of related information, you may violate the insider trading regulation.