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SEGA CORPORATION



2-12, Haneda 1-chome, Ohta-ku, Tokyo 144-8531, Japan

phone: +81-3-5736-7111 facsimile: +81-3-5736-7117

File No. 82-3439

June 25, 2003

U.S. Securities and Exchange Commission
Office of International Corporate Finance
Stop 3-6
450 Fifth Street, N.W.
Washington DC 20459



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Re: SEGA CORPORATION
Rule 12g-2(b) Exemption No. 82-3439

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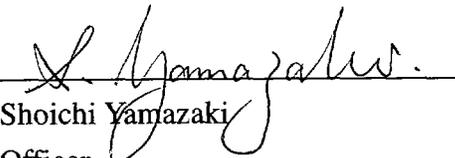
Dear Sirs:

On behalf of SEGA CORPORATION ("SEGA"), enclosed are the following documents required to be furnished to the U.S. Securities and Exchange Commission pursuant to the Rule 12g3-2(b)(1)(iii):

- Notice of the New Business Execution Structures to be effective from June 27, 2003

If you have any question about the enclosed material, please contact Shoichi Yamazaki, Officer of the Company. Phone: +81-3-5736-7072

Sincerely yours,


Shoichi Yamazaki
Officer

Corporate Planning Division
SEGA CORPORATION


JW 6/30

June 25, 2003
 SEGA CORPORATION
 Hideki Sato,
 President and Representative Director
 TSE Code: 7964
 Inquire: Shoichi Yamazaki, Officer
 Corporate Planning Division

Notice of the New Business Execution Structures (to be effective from June 27, 2003)

SEGA CORPORATION announced today that it established the new business execution structures to be effective from June 27, 2003.

Title	Name	Responsibility
President and Representative Director	Hisao Oguchi	Also holds the position of Executive General Manager of Strategic Development Division
Senior Executive Officers	Keiji Mori (promoted) Hideki Okamura (newly appointed)	Executive General Manager of Amusement Machine Sales Division Executive General Manager of Consumer Business Division
Executive Officers	Yasuo Tazoe Yuji Naka Akira Sugano	Executive General Manager of Amusement Center Operation Division Executive General Manager of Strategic Development Division, Development Department Executive General Manager of Finance and Accounting Division
Officers	Masanao Maeda Yu Suzuki Shoichi Yamazaki Toshiya Tabata Hidekazu Yukawa Hiroshi Yagi Toshihiro Nagoshi Shigeru Yamashita Yukio Sugino Hiroyuki Soga	General Manager of Consumer Business Division, Consumer Business Department Responsible for R&D Studios Executive General Manager of President Office General Manager of Amusement Center Development Division, Facility Development Department Responsible for Consumer Business Distribution Promotion Executive General Manager of Amusement Product Development Division Deputy General Manager of Development Division Deputy General Manager of Sales Department Executive General Manager of Product Lineup Department Executive General Manager of Administration Division and Public Relations Department

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