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SEGA CORPORATION

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File No. 82-3439

July 8, 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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SUPPL

Re: SEGA CORPORATION

Rule 12g-2(b) Exemption No. 82-3439

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 Basic Policy for the R&D Studios Reorganization

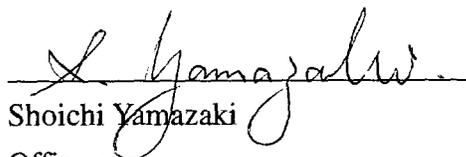
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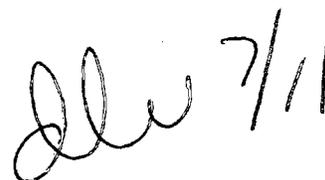
If you have any question about the enclosed material, please contact Shoichi Yamazaki, Officer of the Company. Phone: +81-3-5736-7072

Sincerely yours,

  
Shoichi Yamazaki  
Officer

President Office

SEGA CORPORATION

  
7/11

July 8, 2003  
SEGA CORPORATION  
Hisao Oguchi,  
President and Representative Director  
TSE Code: 7964  
Inquire: Shoichi Yamazaki, Officer  
President Office

## **Notice of the Basic Policy for the R&D Studios Reorganization**

Today, SEGA CORPORATION (the Company) announces that in the board meeting held on July 8, 2003, it made the basic policy for the R&D studios reorganization. The details are as follows.

### **<Basic Policy>**

To reorganize existing nine R&D studios to five and establish the newly two companies  
(Details are not determined)

### **<Purposes>**

- 1) To strengthen the Product marketability (to make worldwide success titles)
- 2) To create the titles necessary for the future growth (to make brand-new titles, blockbuster titles, and titles for Europe and North America Market)
- 3) To improve the productivity (to improve efficiencies and reduce the cost)

### **<Schedule >**

The schedule for this reorganization is as follows;

To determine the details of the reorganization in the board meeting to be held at the end of July

To transfer to reorganized structures from October 1, 2003.

We will keep you informed the details.

End