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FUSAKO OTSUKA

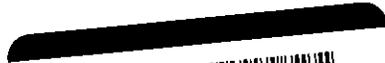
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File No. 82-34816
July 2, 2007

VIA AIR MAIL

Securities and Exchange Commission
Office of International Corporate Finance
Division of Corporation Finance
450 Fifth Street, N.W.
Washington, D.C. 20549
U. S. A.



SUPPL

SEGA SAMMY HOLDINGS INC.
Re: Sponsored Level 1 ADR Facility

Dear Sirs:

Pursuant to Rule 12g-3-2 (b) under the Securities Exchange Act of 1934, we, as legal counsels to SEGA SAMMY HOLDINGS INC. (the "Company") with respect to its ADR program, enclose herewith English translation of the documents of which contents were announced by the Company.

- Notice of Change of Representative Director (Dated June 19, 2007)
- Notice of the Management Systems of SEGA SAMMY HOLDINGS INC. and its Major Subsidiaries (SEGA CORPORATION and Sammy Corporation) (Dated June 19, 2007)

PROCESSED

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THOMSON
FINANCIAL

Yours truly,

Fusako Otsuka
Fusako Otsuka

FO/ah
Encl.

cc: Mr. Dennis Chung of The Bank of New York
cc: Ms. Fusako Annie Amikura of The Bank of New York Securities Company Japan Ltd.
cc: Ms. Maki Nishikado of SEGA SAMMY HOLDINGS INC. (w/o encl.)

Handwritten signature/initials

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(Translation)

2007 JUL 10 A 10:47

June 19, 2007

OFFICE OF INTERNATIONAL
CORPORATE AFFAIRS

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: Michael Masakimi Hotta,
Executive Officer
(TEL: 03-6215-9955)

Notice of Change of Representative Director

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on June 19, 2007, resolved to change its Representative Director, as described below:

Description

1. Details of the change:

| New Title | Name | Former Title |
|--|-----------------|---------------------------------------|
| Executive Vice President and Representative Director | Keishi Nakayama | Executive Vice President and Director |

2. Reason for the change:

The Company intends for the new Representative Director to aid its Chairman, President and Representative Director Hajime Satomi, who has assumed the office of President, Representative Director, CEO and COO of its subsidiary SEGA CORPORATION, and also strengthen its group management system and speed up important management decisions.

3. Name and curriculum vitae of the new Representative Director:

| | |
|-------------------|---|
| Name: | Keishi Nakayama |
| Home city: | Yamanashi Prefecture |
| Education: | March 1967 Graduated from Aoyama Gakuin University, College of Economics |
| Date of birth: | July 23, 1942 |
| Curriculum vitae: | Sept. 1989 Joined Sammy Industry Co., Ltd. (current Sammy Corporation); General Manager, General Affairs Department |
| | June 1993 Director; General Manager, President Office, Sammy Corporation |
| | January 2000 Managing Director; General Manager, President Office, Sammy Corporation |
| | March 2004 Senior Managing Director; Secretary for President Office, Sammy Corporation |
| | October 2004 Senior Managing Director, the Company |
| | April 2005 Director, Sammy Corporation (current) |
| | June 2005 Director, Sammy NetWorks Co., Ltd. (current) |
| | June 2005 Executive Vice President and Director, the Company |

4. Date for assumption of office:

June 19, 2007

- END -

(Translation)

June 19, 2007

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: Michael Masakimi Hotta,
Executive Officer
(TEL: 03-6215-9955)

Notice of the Management Systems of SEGA SAMMY HOLDINGS INC. and
its Major Subsidiaries (SEGA CORPORATION and Sammy Corporation)

Notice is hereby given that at the meeting of the Board of Directors of SEGA SAMMY HOLDINGS INC. (the "Company") held after the close of its Ordinary General Meeting of Shareholders held on June 19, 2007 at which Directors and Corporate Auditors were elected, the following Representative Directors, Directors with specific titles, Corporate Auditors and Executive Officers were appointed and assumed office as of the same day. Notice is also given of the new management systems of its important subsidiaries SEGA CORPORATION and Sammy Corporation, as described below:

Description

SEGA SAMMY HOLDINGS INC.

1. Directors and Corporate Auditors

| New Title | Name | Former Title |
|---|-----------------|---|
| Chairman, President and Representative Director (CEO) | Hajime Satomi | Chairman, President and Representative Director (CEO) |
| Executive Vice President and Representative Director | Keishi Nakayama | Executive Vice President and Director |
| Vice Chairman and Director | Hisao Oguchi | Vice Chairman and Director |
| Senior Managing Director | Tadashi Ishida | Senior Managing Director |
| Director | Toru Katamoto | Director |
| (Newly elected) Director | Akio Kioi | Corporate Auditor |
| (Newly elected) Director | Yuji Iwanaga | |
| Standing Corporate Auditor | Kazutada Ieda | Standing Corporate Auditor |

| New Title | Name | Former Title |
|--------------------------------------|------------------|-------------------|
| Corporate Auditor | Toshio Hirakawa | Corporate Auditor |
| (Newly elected) Corporate Auditor | Hisashi Miyazaki | |
| (Newly elected) Corporate Auditor | Mineo Enomoto | |
| (Retired) | Hideki Okamura | Director |
| (Retired) | Yasuo Tazoe | Director |
| (Retired) | Ryoichi Arai | Corporate Auditor |

2. Executive Officers

| New Title | Name | Former Title |
|--|------------------------|--|
| Executive Officer and Division Manager of Administration Division | Akira Sugano | Executive Officer and Division Manager of Administration Division |
| Executive Officer and Division Manager of Corporate Planning Division | Koichi Fukazawa | Executive Officer and Division Manager of Corporate Planning Division |
| Executive Officer and General Manager of President Office | Michael Masakimi Hotta | Executive Officer and General Manager of President Office |
| Executive Officer and Deputy Division Manager of Administration Division | Tetsushi Ikeda | Executive Officer and Deputy Division Manager of Administration Division |

SEGA CORPORATION

* The new management system of SEGA CORPORATION was publicized on June 13, 2007. The following list is posted just for reference.

1. Directors and Corporate Auditors

| New Title | Name | Former Title |
|--|------------------|---|
| President and Representative Director CEO & COO | Hajime Satomi | Chairman, Representative Director and CEO |
| Executive Vice President and Representative Director | Hisao Oguchi | President, Representative Director and COO |
| (Newly elected) Senior Managing Director (Amusement Business Group Div.) | Okitane Usui | |
| Managing Director (Consumer Business Group Div.) | Hideki Okamura | Managing Director (Consumer Business Group Div.) |
| Corporate Director (Overseas Amusement Business Div.) | Yoshiharu Suzuki | Managing Director (Amusement Business Group Div.) |
| Corporate Director (Amusement Marketing Development Div.) | Yasuo Tazoe | Corporate Director (Amusement Marketing Development Div.) |
| Corporate Director | Masanao Maeda | Corporate Director |

| New Title | Name | Former Title |
|--|------------------|--|
| (Consumer Business Group Div.) | | (Consumer Business Group Div.) |
| Corporate Director (Corporate Group Div.) | Akira Sugano | Corporate Director (Corporate Group Div.) |
| Corporate Director (Office of the Chairman and the President) | Koichi Fukazawa | Corporate Director (Office of the Chairman and the President) |
| (Newly elected) Corporate Auditor | Hisashi Miyazaki | |
| Corporate Auditor | Mineo Enomoto | Corporate Auditor |
| (Newly elected) Corporate Auditor | Shunichi Shimizu | |
| (Retired) | Ryoichi Arai | Corporate Auditor |
| (Retired) | Iwao Nishi | Corporate Auditor |

2. Corporate Officers

| New Title | Name | Former Title |
|--|-------------------|--|
| Senior Executive Officer (Amusement Business Group Div.) | Keiji Mori | Director (Overseas Amusement Business Div.) |
| Senior Executive Officer (Overseas Consumer Business Div., SEGA Holdings U.S.A., Inc., SEGA EUROPE LTD. and SEGA of America, Inc.) | Naoya Tsurumi | Senior Executive Officer (Overseas Consumer Business Div., SEGA Holdings U.S.A., Inc., SEGA EUROPE LTD. and SEGA of America, Inc.) |
| Senior Executive Officer (Entertainment Facilities Business Div.) | Toshiya Tabata | Corporate Officer (Amusement Machines Business Div.) |
| Corporate Officer (Amusement Business Group and Amusement R&D Group) | Yukio Sugino | Corporate Officer (Amusement Business Group and Amusement R&D Group) |
| Corporate Officer (Amusement Machines Business Div.) | Sigeru Yamashita | Corporate Officer (Amusement Machines Business Div.) |
| Corporate Officer (Entertainment Facilities Business Div.) | Tsutomu Kiyosue | Corporate Officer (Entertainment Facilities Business Div.) |
| Corporate Officer (Amusement Domestic Sales Group) | Kouji Yoshida | Corporate Officer (Amusement Domestic Sales Group) |
| Corporate Officer (Consumer Business Div.) | Hiroyuki Miyazaki | Corporate Officer (Consumer Business Div.) |
| Corporate Officer (Sega Networks (China) Co., Ltd.) | Shigeru Aoki | Corporate Officer (Sega Networks (China) Co., Ltd.) |
| Corporate Officer (ALL.Net Development and Strategic Planning Group) | Hiroshi Yagi | Corporate Officer (ALL.Net Development and Strategic Planning Group) |
| Corporate Officer (Consumer Business Group Div.) | Kazuhiro Yasutomi | Corporate Officer (Consumer Business Group Div.) |
| | | |

| New Title | Name | Former Title |
|--|-------------------|--|
| Corporate Officer (General Affairs Div.) | Hiroyuki Soga | Corporate Officer (General Affairs Div.) |
| Corporate Officer (SEGA Shanghai & Co., Ltd.) | Toru Tsujii | Corporate Officer (SEGA Shanghai & Co., Ltd.) |
| Corporate Officer (Production Group) | Kunihiko Watanabe | Corporate Officer (Production Group) |

3. R&D Creative Officers ("R&D CO", hereinafter)

| New Title | Name | Former Title |
|--|-------------------|--|
| R&D CO (Family Entertainment R&D Dept.) | Hiroshi Uemura | R&D CO (Family Entertainment R&D Dept.) |
| R&D CO (New Entertainment Software R&D Dept.) | Toshihiro Nagoshi | R&D CO (New Entertainment Software R&D Dept.) |
| R&D CO (AM Software R&D Group) | Hiroshi Kataoka | R&D CO (AM Software R&D Group) |
| R&D CO (Attractive Entertainment R&D Group) | Masao Yoshimoto | R&D CO (Attractive Entertainment R&D Group) |
| R&D CO (Consumer R&D Group) | Takayuki Kawagoe | R&D CO (Consumer R&D Group) |
| R&D CO (AM Plus R&D Dept.) | Yu Suzuki | R&D CO (AM Plus R&D Dept.) |

Sammy Corporation

1. Directors and Corporate Auditors

| New Title | Name | Former Title |
|--|-----------------|--|
| Chairman and Representative Director (Chief Executive Officer) | Hajime Satomi | Chairman and Representative Director (Chief Executive Officer) |
| President and Representative Director (Chief Operating Officer) | Toru Katamoto | President and Representative Director (Chief Operating Officer) |
| Managing Director (Division Manager of Pachinko and Pachislot Sales & Marketing Division) | Katsuya Kondo | Managing Director (Division Manager of Pachinko and Pachislot Sales & Marketing Division) |
| Director (General Manager of President Office) | Hideo Yoshizawa | Director (General Manager of President Office) |
| Director (Division Manager of R&D Group Division and Division Manager of SC R&D Division) | Norio Uchida | Director (Division Manager of R&D Group Division and Division Manager of SC R&D Division) |
| Director (Division Manager of Hall Total) | Yuichi Amari | Director (Division Manager of Hall Total) |

| | | |
|---|-----------------|-------------------------------------|
| Service Sales & Marketing Division) | | Service Sales & Marketing Division) |
| Director | Keishi Nakayama | Director |
| Director | Tadashi Ishida | Director |
| Standing Corporate Auditor | Toshio Hirakawa | Standing Corporate Auditor |
| (Newly elected) Standing Corporate Auditor | Kichitaro Mukai | |
| Corporate Auditor | Etsuo Sakai | Corporate Auditor |
| Corporate Auditor | Akio Kioi | Corporate Auditor |

2. Executive Officers

| New Title | Name | Former Title |
|--|--------------------|---|
| Executive Officer (Division Manager of PC R&D Division) | Kazuhiro Sumitani | Executive Officer (Division Manager of PC R&D Division) |
| Executive Officer (Division Manager of Production Division) | Kazuo Nishimura | Executive Officer (Division Manager of Production Division) |
| Executive Officer (Division Manager of Corporate Division) | Hideo Hayashide | Executive Officer (Division Manager of Corporate Division) |
| Executive Officer (Deputy Division Manager of Pachinko and Pachislot Sales & Marketing Division) | Masao Tamura | Executive Officer (Deputy Division Manager of Pachinko and Pachislot Sales & Marketing Division) |
| Executive Officer (Division Manager of PS R&D Division) | Tomomi Yamazaki | Executive Officer (Division Manager of PS R&D Division) |
| Executive Officer (sent on loan to Sammy Systems Co., Ltd.) | Yasuhiko Yoshimura | Executive Officer (sent on loan to Sammy Systems Co., Ltd.) |
| (Newly elected) (* 1) Executive Officer (Deputy Division Manager of Hall Total Service Sales & Marketing Division) | Takashi Komiya | |
| Executive Officer and Creative Officer (Deputy Division Manager of PC R&D Division) | Masato Arai | Executive Officer and Creative Officer (Deputy Division Manager of PC R&D Division) |
| Executive Officer and Creative Officer (Deputy Division Manager of PS R&D Division) | Ayumu Hoshino | Executive Officer and Creative Officer (Deputy Division Manager of PS R&D Division) |

* Takashi Komiya is expected to assume the office of Deputy Division Manager of Hall Total Service Sales & Marketing Division as of July 1, 2007.

- END -