

(Translation)

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File No. 82-34816

May 30, 2008

2008 JUN 16 A 11:56

Dear Sirs,

INTERNATIONAL
CORPORATE FINANCE

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: Takatoshi Akiba,
Executive Officer
(TEL: 03-6215-9955)



SUPL

**Notice of Organizational and Personnel Changes
at the Company's Subsidiary (Sammy Corporation)**

Notice is hereby given that Sammy Corporation, a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), will implement organizational and personnel changes as of June 1, 2008, as described below.

Description

PROCESSED

JUN 18 2008

THOMSON REUTERS

- 1. Organizational change (as of June 1, 2008)

Sammy Corporation will establish "Business Strategy Department" and "Business Administration Department" for the purpose of strengthening business strategic functions.

- 2. Personnel change (as of June 1, 2008)

New Title	Name	Former Title
President, Representative Director and Chief Operating Officer (General Manger of Business Strategy Department)	Keishi Nakayama	President, Representative Director and Chief Operating Officer

New Title	Name	Former Title
Director (Management of Business Administration Department and Corporate Department)	Hideo Yoshizawa	Director (General Manager of President Office)
Executive Officer (General Manager of Business Administration Department)	Shigeru Aoki	Adviser

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