

February 17, 2004
SEGA CORPORATION
Hisao Oguchi,
President and Representative Director
TSE Code: 7964
Inquire: Shoichi Yamazaki, Officer
Corporate Planning Division

**Notice of the Appointment of the Representative Director and
the Management Structures
(to be effective February 17, 2004)**

SEGA CORPORATION announced today that at the board meeting, it appointed the representative director and to establish the new business execution structures to be effective from February 17, 2004.

1. Appointment of the Representative Director (To be Effective February 17, 2004)

Chairman and Representative Director: Hajime Satomi

2. New Business Execution Structure (To be Effective February 17, 2004)

Chairman and Representative Director: Hajime Satomi (newly appointed)

President and Representative Director: Hisao Oguchi

Vice Chairman and Director: Hideki Sato

Directors: Tetsu Kayama

Akira Nagai

Hisashi Suzuki

Yoshiharu Suzuki (newly appointed)

Statutory Auditors: Kazutada Ieda

Iwao Nishi

Auditors: Kinzuke Miyazaki

Yoshiyasu Gemma

Two Directors of the Company, Masahiro Aozono and Makoto Kaneshiro, resigned their position as of February 16, 2004.

End

BIOGRAPHY

(As of February 17, 2004)

Name: **Hajime Satomi**

Date of Birth: January 16, 1942

Employment:

March 1968 : Withdrew from Aoyama Gakuin University

November 1975: Founder and Assumed Director of Sammy Corporation

March 1980: President and Representative Director of Sammy Corporation (present position)

October 2002: Chairman, Representative Director, and CEO of Sammy Holding Co., Inc.
(present position)

December 2003: Executive Advisor of SEGA CORPORATION

February 2004: Chairman and Representative Director of SEGA CORPORATION