

June 23, 2010

(Translation)

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: Koichiro Ueda,  
General Manager, Group Executive  
Office and General Manager, Group  
Communications Office  
(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 23, 2010 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**

<b>New Title</b>	<b>Name</b>	<b>Former Title</b>
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 Representative Director
Director	Okitane Usui	Director
Director and CCO (Chief Creative Officer)	Hisao Oguchi	Director and CCO (Chief Creative Officer)
Director	Yuji Iwanaga	Director
Director	Takeshi Natsuno	Director

Standing Corporate Auditor	Tomio Kazashi	Standing Corporate Auditor
Corporate Auditor	Toshio Hirakawa	Corporate Auditor
Corporate Auditor	Hisashi Miyazaki	Corporate Auditor
Corporate Auditor	Mineo Enomoto	Corporate Auditor

## 2. Executive Officers

New Title	Name	Former Title
Senior Executive Officer (General Manager of Administration Department)	Hideo Yoshizawa	Senior Executive Officer (General Manager of Administration Department)
Senior Executive Officer (In charge of policies and external affairs)	Koichi Fukazawa	Senior Executive Officer (In charge of policies and external affairs)
Executive Officer (General Manager of Group Internal Control and CSR Promotion Office, General Manager of Internal Audit Office)	Tetsushi Ikeda	Executive Officer (General Manager of Group Internal Control and CSR Promotion Office, General Manager of Internal Audit Office)
Executive Officer (In charge of policies and external affairs)	Takatoshi Akiba	Executive Officer (In charge of policies and external affairs)

## SEGA CORPORATION

### 1. Organizational Change (As of July 1, 2010)

For the purpose of thoroughly operating from the perspective of customers as well as building a cross-business corporate structure, a regional system will be introduced in the sales divisions of the Amusement Machine Business, Amusement Facility Business and Consumer Business, and each business will be reorganized under a newly established “Sega International” and “Sega Japan”. In addition, to expand our development outlook and prevent the decentralization of resources, a “Sega R&D/ Production” will be newly established that will consolidate the development functions of the Amusement Machine Business and game software business.

2. Directors and Corporate Auditors (\*To take charge of duties as of July 1, 2010)

<b>New Title</b>	<b>Name</b>	<b>Former Title</b>
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman, Representative Director (CEO)
President, Representative Director (COO)	Okitane Usui	President, Representative Director (COO) (General Manager of Amusement R&D Div.)
Managing Director (General Manager of Sega International)	Naoya Tsurumi	Managing Director (General Manager of Consumer Business Div.)
Director (General Manager of Sega Japan)	Shigeru Yamashita	Director (General Manager of Amusement Machines Sales Div.)
Director (General Manager of Sega R&D/ Production)	Yukio Sugino	Director (General Manager of President's Office.)
Standing Corporate Auditor	Hisashi Miyazaki	Standing Corporate Auditor
Corporate Auditor	Mineo Enomoto	Corporate Auditor
Corporate Auditor	Shunichi Shimizu	Corporate Auditor
(Retired)	Katsuya Kondo	Director (General Manager of Amusement Facilities Business Div.)
(Retired)	Koichi Fukazawa	Director

3 . Executive Officers (\*To take charge of duties as of July 1, 2010)

New Title	Name	Former Title
Executive Officer (General Manager of Development Strategic Planning Dept., Sega R&D/Production)	Takayuki Kawagoe	Executive Officer (General Manager of Domestic Consumer Group, Consumer Business Div.)
Executive Officer (General Manager of Amusement Facilities Business Div., Sega Japan)	Kyogo Hiraoka	Executive Officer (Deputy General Manager of Amusement Facilities Business Div.)
Executive Officer (General Manager of Production Procurement Div., Sega R&D/Production)	Kunihiko Watanabe	Executive Officer (General Manager of Amusement Production Procurement Div.)
Executive Officer (General Manager of Corporate Div.)	Mitsunobu Higashi	Executive Officer (General Manager of Corporate Div.)
Executive Officer (General Manager of Family Entertainment R&D Div.)	Hiroshi Uemura	Executive Officer (General Manager of Family Entertainment R&D Div.)
Executive Officer (General Manager of Strategic Planning Dept., Sega International)	Tatsuyuki Miyazaki	Executive Officer (General Manager of Overseas Amusement Business Div.)
Executive Officer (General Manager of New Business Development Div.)	Shoji Shintani	Executive Officer (General Manager of New Business Development Div.)
Executive Officer (General Manager of General Affairs, Legal Affaires and Intellectual Property Dept., Corporate Div.)	Hiroyuki Soga	Executive Officer (General Manager of General Affairs, Legal Affaires, Intellectual Property and Operation Improvement Promotion Dept., Corporate Div.)
Executive Officer (General Manager of President Office)	Kazunobu Takita	(Newly Elected)

4 . R&D Creative Officers ("R&D CO", hereinafter) (\*To take charge of duties as of July 1, 2010)

New Title	Name	Former Title
R&D CO (General Manager of R & D Div. #3, Sega R&D/Production)	Toshihiro Nagoshi	R&D CO (General Manager of Consumer R & D Group, Consumer Business Group Div.)
R&D CO (General Manager of R & D Div. #2, Sega R&D/Production)	Hiroshi Kataoka	R&D CO (Manager of AM R&D Dept. #2, Amusement R&D Div.)
R&D CO (General Manager of R & D Div. #4, Sega R&D/Production)	Masao Yoshimoto	R&D CO (Manager of AM Product R&D Dept., Amusement R&D Div.)

**Sammy Corporation**

1 . Directors and Corporate Auditors

New Title	Name	Former Title
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman, Representative Director (CEO)
President, Representative Director (COO)	Keishi Nakayama	President, Representative Director (COO)
Executive Vice President, Representative Director	Toru Katamoto	Executive Vice President, Representative Director
Senior Managing Director (General Manager of R&D Group Div. and Strategic R&D Office)	Hisao Oguchi	Senior Managing Director (General Manager of R&D Group Div. and Strategic R&D Office)
Managing Director (General Manager of Marketing Div.)	Yuichi Amari	Managing Director (General Manager of Marketing Div.)
Director (General Manager of Production Control Group Div. and Deputy General Manager of R&D Group Div.)	Norio Uchida	Director (General Manager of Production Control Group Div. and Deputy General Manager of R&D Group Div.)

Director (General Manager of Corporate Div.)	Shigeru Aoki	Director (General Manager of Corporate Div.)
Director (Management of Intellectual Property & Public Relations Div.)	Hideo Yoshizawa	Director (Management of Intellectual Property & Public Relations Div.)
Standing Corporate Auditor	Toshio Hirakawa	Standing Corporate Auditor
Standing Corporate Auditor	Kichitaro Mukai	Standing Corporate Auditor
Standing Corporate Auditor	Takayoshi Matsuzawa	Corporate Auditor
Corporate Auditor	Tadashi Ishida	Corporate Auditor

2 . Executive Officers and Executive Creative Officers ("Executive CO", hereinafter)

New Title	Name	Former Title
Executive Officer (General Manager of PC R&D Div.)	Kazuhiro Sumitani	Executive Officer (General Manager of PC R&D Div.)
Executive Officer (General Manager of Production Div.)	Kazuo Nishimura	Executive Officer (General Manager of Production Div.)
Executive Officer (Deputy General Manager of Marketing Div.)	Masao Tamura	Executive Officer (Deputy General Manager of Marketing Div.)
Executive Officer (Deputy General Manager of Corporate Div.)	Shunichi Shimizu	Executive Officer (Deputy General Manager of Corporate Div.)
Executive Officer (Deputy General Manager of PC R&D Div.)	Tomomi Yamazaki	Executive Officer (Deputy General Manager of PC R&D Div.)

Executive Officer (General Manager of PS R&D Div.)	Ayumu Hoshino	Executive Officer (General Manager of PS R&D Div.)
Executive Officer (General Manager of Intellectual Property & Public Relations Div.)	Kazuo Iwahori	Executive Officer (General Manager of Intellectual Property & Public Relations Div.)
Executive Officer (General Manager of Production Control Department, Production Control Div.)	Kanji Kobayashi	Executive Officer (General Manager of Production Control Department, Production Control Div.)
Executive Officer (General Manager of Business Strategy Div.)	Tetsuya Fukushima	Executive Officer (General Manager of Business Strategy Div.)
Executive CO (PC R&D Div.)	Masato Arai	Executive CO (PC R&D Div.)

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