

(Translation)

February 28, 2011

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi,
Chairman of the Board and
Chief Executive Officer

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiry: Koichiro Ueda,
General Manager of Group
Executive Office and Group
Communications Office
(TEL: 03-6215-9955)

Notice of Personnel Changes at SEGA SAMMY HOLDINGS INC.

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the “Company”) will implement personnel changes as of March 1, 2011, as described below:

Description

1 . Personnel change (As of March 1, 2011)

New Title	Name	Former Title
Executive Officer (In charge of policies and external affairs)	Kenichiro Hori	(New elected)

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