

(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 by Our Subsidiary (Sammy NetWorks Co., Ltd.)

Notice is hereby given that Sammy NetWorks Co., Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC. 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
Senior Executive Director	Kenichiro Hori	(New elected)
Director	Keishi Nakayama	(New elected)
Director	Tetsuya Fukushima	(New elected)

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