

June 23, 2011

(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, 2011 at which Directors 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

New Title	Name	Former Title
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)	Seiji Shintani	(Newly Elected)
Executive Officer (In charge of policies and external affairs)	Takatoshi Akiba	Executive Officer (In charge of policies and external affairs)
Executive Officer (In charge of policies and external affairs)	Kenichiro Hori	Executive Officer (In charge of policies and external affairs)

SEGA 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)	Okitane Usui	President, Representative Director (COO)
Managing Director (General Manager of Sega International and Global Consumer Business)	Naoya Tsurumi	Managing Director (General Manager of Sega International)
Director (General Manager of Sega Japan)	Shigeru Yamashita	Director (General Manager of Sega Japan)
Director (General Manager of Sega R&D/ Production)	Yukio Sugino	Director (General Manager of Sega R&D/ Production)
Director (General Manager of Entertainment Park Div. and Special International Affairs)	Joseph Peter Schmelzeis, Jr.	(Newly Elected)
Standing Corporate Auditor	Hisashi Miyazaki	Standing Corporate Auditor
Corporate Auditor	Mineo Enomoto	Corporate Auditor
Corporate Auditor	Shunichi Shimizu	Corporate Auditor

2 . Executive Officers

New Title	Name	Former Title
Senior Executive Officer (General Manager of Amusement Facilities Business Div., Sega Japan)	Kyogo Hiraoka	Executive Officer (General Manager of Amusement Facilities Business Div., Sega Japan)
Senior Executive Officer (General Manager of Development Strategic Planning Dept., Sega R&D/Production)	Takayuki Kawagoe	Executive Officer (General Manager of Development Strategic Planning Dept., Sega R&D/Production)

Senior Executive Officer (General Manager of Corporate Div.)	Mitsunobu Higashi	Executive Officer (General Manager of Corporate Div.)
Executive Officer (General Manager of Planning Dept., Sega International)	Tatsuyuki Miyazaki	Executive Officer (General Manager of Planning Dept., Sega International)
Executive Officer (General Manager of President's Office)	Kazunobu Takita	Executive Officer (General Manager of President's Office)
Executive Officer (General Manager of Planning Dept., Corporate Div.)	Koichiro Ueda	(Newly Elected)
Executive Officer (General Manager of Consumer Business Div., Sega Japan)	Akira Nomoto	(Newly Elected)
(Retired)	Kunihiko Watanabe	Executive Officer (General Manager of Production Procurement Div., Sega R&D/Production)
(Retired)	Seiji Shintani	Executive Officer (General Manager of New Business Development Div.)
(Retired)	Hiroyuki Soga	Executive Officer (Internal Control Promotion, Quality Assurance, Character Business & Licensing)

3 . Creative Officers ("CO", hereinafter)

New Title	Name	Former Title
Senior CO (General Manager of R & D Div. #3, Sega R&D/Production)	Toshihiro Nagoshi	R&D CO (General Manager of R & D Div. #3, Sega R&D/Production)

Senior CO (General Manager of R & D Div. #2, Sega R&D/Production)	Hiroshi Kataoka	R&D CO (General Manager of R & D Div. #2, Sega R&D/Production)
CO (General Manager of R & D Div. #4, Sega R&D/Production)	Masao Yoshimoto	R&D CO (General Manager of R & D Div. #4, Sega R&D/Production)
CO (Family Entertainment R&D Dept., Sega R&D Production, President's Office New Business Development Project Team)	Hiroshi Uemura	R&D CO (Family Entertainment R&D Dept., Sega R&D Production)

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)
Senior Managing Director, Representative Director (General Manager of R&D Group Div.)	Hisao Oguchi	Senior Managing Director, Representative Director (General Manager of R&D Group Div.)
Managing Director (General Manager of Corporate Div.)	Shigeru Aoki	Director (General Manager of Corporate Div.)
Director (General Manager of Production Control Group Div., General Manager of Production Control Department 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 (Management of Marketing Div.)	Masao Tamura	(Newly Elected) Executive Officer (Deputy General Manager of Marketing Div.)
Director (Management of Intellectual Property & Public Relations Div.)	Hideo Yoshizawa	Director (Management of Intellectual Property & Public Relations Div.)

Director	Eriko Sato	(Newly Elected)
Standing Corporate Auditor	Toshio Hirakawa	Standing Corporate Auditor
Standing Corporate Auditor	Kichitaro Mukai	Standing Corporate Auditor
Standing Corporate Auditor	Takayoshi Matsuzawa	Standing Corporate Auditor
Corporate Auditor	Tadashi Ishida	Corporate Auditor
(Retired)	Yuichi Amari	Senior Managing Director, Representative Director (General Manager of Marketing Div.)
(Retired)	Toru Katamoto	Executive Vice President, Director

- Yuichi Amari will be appointed as a advisor of TAIYO ELEC Co., Ltd. on June 23, 2011.

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

New Title	Name	Former Title
Executive Officer (Deputy General Manager of R&D Group Div. and General Manager of PC R&D Div.)	Kazuhiro Sumitani	Executive Officer (General Manager of PC R&D Div.)
Executive Officer (Deputy General Manager of Production Control Group Div., General Manager of Production Div.)	Kazuo Nishimura	Executive Officer (General Manager of Production 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 (Deputy General Manager of R&D Group Div. and 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 Marketing Div.)	Toshimi Kumagai	(Newly Elected)
Executive Officer (General Manager of President Office)	Tetsuya Fukushima	Executive Officer (General Manager of Business Strategy Div.)
Executive CO (PC R&D Div.)	Masato Arai	Executive CO (PC R&D Div.)
Executive CO (PS R&D Div.)	Kenichi Tokumura	(Newly Elected)
(Retired)	Kanji Kobayashi	Executive Officer (General Manager of Production Control Department, Production Control Div.)

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