

(Translation)

June 23, 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 Corporation)

Notice is hereby given that Sammy Corporation, a subsidiary of SEGA SAMMY HOLDINGS INC. will implement personnel changes as of June 23, 2011, as described below.

Description

1. Retiring Director:
Yuichi Amari (Senior Managing Director, Representative Director)
2. Reason for the change:
By becoming a advisor of TAIYO ELEC Co., Ltd., on June 23, 2011 in purpose of strengthening business ties of Sammy Corporation and TAIYO ELEC Co., Ltd.
3. Scheduled date for retirement:
June 23, 2011

- END -