

(Translation)

August 1, 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 (TAIYO ELEC Co., Ltd.)

Notice is hereby given that TAIYO ELEC Co., Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC. will implement personnel changes as of August 1, 2011, as described below.

Description

1. Personnel change (as of August 1, 2011)

New Title	Name	Former Title
Chairman and Representative Director	Eriko Sato	President and Representative Director
President and Representative Director	Yuichi Amari	Advisor
Honorary Advisor	Shoji Sato	Chairman and Representative Director

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