

(Translation)

May 11, 2012

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: Seiji Shintani,  
 General Manager of Group Executive  
 Office and Group Communications  
 Office  
 (TEL: 03-6215-9955)

### Notice Concerning Candidates for Director

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the “Company”) have determined to submit a proposition to elect its Directors to the Company’s 8<sup>th</sup> Ordinary General Meeting of Shareholders to be held on June 19, 2012, as described below.

### Description

#### 1. Candidates for Director

Name	Present title
Hajime Satomi	Chairman of the Board and Chief Executive Officer
Keishi Nakayama	Executive Vice President and Representative Director
Naoya Tsurumi	(Newly Elected)
Hisao Oguchi	Director and CCO (Chief Creative Officer)
Haruki Satomi	(Newly Elected)
Yuji Iwanaga	Director
Takeshi Natsuno	Director

\* Yuji Iwanaga and Takeshi Natsuno are candidates for outside director

#### 2. Biographies of candidates for newly elected director

Name	Naoya Tsurumi
Home city	Kanagawa Prefecture
Date of Birth	February 8, 1958
Education	March 1981 Graduated from Faculty of Economics, Seijo University
Career summary	March 1992 Joined Sega Enterprises, Ltd. (current SEGA CORPORATION)
	March 2002 Sega Europe Ltd. COO
	December 2004 Executive Officer, Sega Europe Ltd. CEO
	January 2005 Executive Officer, Sega Europe Ltd. CEO and Sega of America, Inc. CEO
	June 2006 Senior Executive Officer, Sega Holdings U.S.A., Inc. CEO, Sega Europe Ltd. CEO and Sega of America, Inc. CEO
	May 2007 Senior Executive Officer, General Manager of Europe and US Consumer Business Div.
	May 2008 Director, General Manager of Overseas Consumer Business Div.
	May 2009 Director, General Manager of Consumer Business Div.
	June 2009 Managing director, General Manager of Consumer Business Div.
	July 2010 Managing director, General Manager of Sega International
	June 2011 Managing director, General Manager of Sega International and Global Consumer Business
	April 2012 SEGA CORPORATION
	President and Representative Director (CEO) (current)

Name	Haruki Satomi	
Home city	Tokyo Metropolis	
Date of Birth	January 11, 1979	
Education	March 2001	Graduated from Faculty of International Studies, Meiji Gakuin University
	May 2012	Graduated from MBA, UC Berkeley Haas School of Business (candidate)
Career summary	April 2001	Joined KOKUSAI Securities Co., Ltd. (current Mitsubishi UFJ Morgan Stanley Securities Co., Ltd.)
	March 2004	Joined Sammy Corporation
	January 2005	Joined SEGA CORPORATION
	October 2005	Sega of America, Inc. Director
		Sega Holdings U.S.A., Inc. Director
	July 2009	Sega of America, Inc. Vice President of Digital Business
	October 2011	Sega of America, Inc. Senior Vice President of Digital Business (current)
	November 2011	Joined Sammy NetWorks Co., Ltd. Director
	April 2012	Sammy NetWorks Co., Ltd. President and Representative Director (CEO) (current)

-END-