

(Translation)

April 26, 2013

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

### Notice of Personnel Change

It is hereby notified that SEGA SAMMY HOLDINGS INC. implement personnel changes as described below.

### Description

#### Personnel change

| New Title   | Name              | Former Title  |
|---|-------------------|---|
| Senior Executive Officer<br>(General Manager of Administration<br>Department)                                 | Akira Sugano      | (Newly Elected)   |
| Executive Officer<br>(Deputy General Manager of Group<br>Executive Office and Group<br>Communications Office) | Seiichiro Kikuchi | (Newly Elected)   |
| (Retired)   | Hideo Yoshizawa   | Senior Executive Officer<br>(General Manager of Administration<br>Department) |

※ Akira Sugano, Seiichiro Kikuchi: as of May 1, 2013. Hideo Yoshizawa: as of April 30, 2013.

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