

(Translation)

March 1, 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 by Our Subsidiary (Phoenix Resort K.K.)

It is hereby notified that Phoenix Resort K.K., a subsidiary of SEGA SAMMY HOLDINGS INC. (the “Company”) implement personnel changes as of March 1, 2013.

For further information, please refer to Phoenix Resort’s press release.

Attached material: Press Release of Phoenix Resort K.K.

“Notice Regarding the Executive Personnel of Phoenix Resort K.K.”

-END-



To Members of the Press

March 1, 2013

### Notice Regarding the Executive Personnel of Phoenix Resort K.K.

The executive personnel of Phoenix Resort K.K. (Headquarters: 3083 Aza Hamayama, O-Aza Shioji, Miyazaki-shi), the operator of Phoenix Seagaia Resort, as of April 1, are announced as follows:

The executive personnel were approved at the Extraordinary Meeting of Shareholders held on February 28. This decision accompanies the completion of inheriting the know-how of operating and managing the resort over the course of almost one year since Phoenix Resort K.K. became a SEGA SAMMY GROUP subsidiary, and the directors will be added from SEGA SAMMY GROUP in an aim to progress business plans that carry forth the banner of SEGA SAMMY GROUP in the future.

#### Description

[New]

#### < Directors >

Chairman of the Board	Hajime Satomi	
Representative Director and Chief Executive Officer	Hirofumi Matsunaga	
Managing Director	Jun Aida	
Director	Keishi Nakayama	
Director	Keiichi Saikawa	
Director	Naomichi Katsumata	
Director	Mutsumi Ikeda	[Newly Appointed]
Director	Koichi Katagiri	[Newly Appointed]

#### <Corporate Auditor>

Corporate Auditor	Izumi Ogata
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[Old]

<Directors>

Chairman of the Board	Hajime Satomi
Representative Director and	
Chief Executive Officer	Kazuhiko Kawamoto [Resignation]
Representative Director and	
Chief Financial Officer	Hirofumi Matsunaga
Managing Director	Jun Aida
Director	Keishi Nakayama
Director	Hideo Yoshizawa [Resignation]
Director	Naomichi Katsumata
Director	Keiichi Saikawa

<Corporate Auditor>

Corporate Auditor	Izumi Ogata
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- Kazuhiko Kawamoto (Representative Director and Chief Executive Officer) and Hideo Yoshizawa (Director) resigned
- Hirofumi Matsunaga appointed to Representative Director and Chief Executive Officer, and Directors Mutsumi Ikeda and Koichi Katagiri are newly appointed

《Contact Information for the Members of the Press Concerning this Release》

Phoenix Seagaia Resort  
Marketing Department: Ueda  
TEL : 0985-21-1286／FAX : 0985-21-1032