

(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(Sammy Corporation)

It is hereby notified that Sammy Corporation, a subsidiary of SEGA SAMMY HOLDINGS INC. (the “Company”) implement personnel changes as of March 1, 2013, as described below.

Description

Personnel change (as of March 1, 2013)

New Title	Name	Former Title
Director (General Manager of R&D Promotion Div., General Manager of Production Control Group Div. and General Manager of Production Control Department)	Norio Uchida	Director (General Manager of Production Control Group Div., General Manager of Production Control Department and Deputy General Manager of R&D Group Div.)
(Retired)	Hisao Oguchi	Vice President, Representative Director (General Manager of R&D Group Div.)

※Hisao Oguchi continue to have Group R&D in charge as the Company’s Director and CCO (Chief Creative Officer) even after he retired from the position of Representative Director in Sammy Corporation.

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