

(Translation)

April 16, 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 May 1, 2013, as described below.

Description

Personnel change (as of May 1, 2013)

New Title	Name	Former Title
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman
Director (Management of President Office, Intellectual Property & Public Relations Div.)	Hideo Yoshizawa	Director (Management of Intellectual Property & Public Relations Div.)
Executive Officer (General Manager of Corporate Div.)	Seiji Shintani	Executive Officer (General Manager of Secretary Office)
(Retired)	Keishi Nakayama	Vice Chairman, Representative Director (CEO)
(Retired)	Koichi Fukazawa	Director (General Manager of Corporate Div.)

※ Keishi Nakayama continues to have management of group companies in charge as the Company’s Director even after he retired from the position of Representative Director in Sammy Corporation. Koichi Fukazawa continues to assume the position of the Company’s executive officer even after he retired from the position of Director in Sammy Corporation.

Sammy's New Representative Director's Biography

Name	Hajime Satomi	
Registered Domicile	Gunma Prefecture	
Date of Birth	January 16, 1942	
Education	1968	Drop out of Aoyama Gakuin University's Faculty of Law
Biography	March 1980	President and Representative Director of Sammy Industry Co., Ltd. (currently Sammy Corporation)
	November 2003	Chairman and Director of SammyNetworks Co., Ltd. (current position)
	February 2004	Chairman and Representative Director of SEGA CORPORATION
	June 2004	Chairman, Representative Director, and Chief Executive Officer of Sammy Corporation
	June 2004	Chairman, Representative Director, and Chief Executive Officer of SEGA CORPORATION
	October 2004	Chairman of the Board and Chief Executive Officer of the Company (current position)
	June 2005	Chairman and Director of SEGA TOYS CO., LTD. (current position)
	June 2005	Chairman and Director of TMS ENTERTAINMENT, LTD. (current position)
	June 2007	President, Representative Director, Chief Executive Officer, and Chief Operating Officer of SEGA CORPORATION
	May 2008	Chairman, Representative Director, and CEO of SEGA CORPORATION (current position)
	March 2012	Outside Director of Phoenix Resort Co., Ltd.
	April 2012	Chairman of Sammy Corporation (current position)
	May 2012	Director of Phoenix Resort Co., Ltd.
	June 2012	Chairman and Director of Phoenix Resort Co., Ltd. (current position)

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