

June 18, 2013

(Translation)

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi  
Chairman, President and  
Representative Director (CEO)

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiry: Koichi Fukazawa  
Senior Executive Officer  
Division Manager, Group Executive Office  
(TEL: 03-6215-9955)

Notice of the Management Systems of SEGA SAMMY HOLDINGS INC. and  
its Major Subsidiaries (SEGA CORPORATION and Sammy Corporation)

Notice is hereby given that at the meeting of the Board of Directors of SEGA SAMMY HOLDINGS INC. (the "Company") held after the close of its Ordinary General Meeting of Shareholders held on June 18, 2013 at which Directors and Corporate Auditors were elected, the following Representative Directors, Directors with specific titles, Corporate Auditors and Executive Officers were appointed and assumed office as of the same day. Notice is also given of the new management systems of its important subsidiaries SEGA CORPORATION and Sammy Corporation, as described below:

Description

**SEGA SAMMY HOLDINGS INC.**

1. Directors and Corporate Auditors

New Title	Name	Former Title
Chairman, President and Representative Director (CEO)	Hajime Satomi	Chairman, President and Representative Director (CEO)
Director	Keishi Nakayama	Executive Vice President and Representative Director
Director	Akira Sugano	(Newly Elected)
Director	Haruki Satomi	Director
Director	Naoya Tsurumi	Director
Director and CCO (Chief Creative Officer)	Hisao Oguchi	Director and CCO (Chief Creative Officer)
Director	Shigeru Aoki	(Newly Elected)
Director	Yuji Iwanaga	Director
Director	Takeshi Natsuno	Director

Standing Corporate Auditor	Tomio Kazashi	Standing Corporate Auditor
Corporate Auditor	Toshio Hirakawa	Corporate Auditor
Corporate Auditor	Hisashi Miyazaki	Corporate Auditor
Corporate Auditor	Mineo Enomoto	Corporate Auditor

## 2. Executive Officers

<b>New Title</b>	<b>Name</b>	<b>Former Title</b>
Senior Executive Officer (Division Manager, Group Executive Office)	Koichi Fukazawa	Senior Executive Officer (Division manager, Policy Affairs Office)
Senior Executive Officer (Division Manager, Administration Division)	Shunichi Shimizu	Executive Officer (Deputy General Manager, Administration Department)
Executive Officer (Division manager, New Business Office)	Koichiro Ueda	Executive Officer (Division manager, New Business Office)
Executive Officer (Deputy Division Manager, Group Executive Office)	Seiichiro Kikuchi	Executive Officer (Deputy Division Manager, Group Executive Office and Group Communications Office)
Executive Officer (General Manager of Group Internal Control, CSR Promotion Office, and Internal Audit Office)	Hiroshi Ishikura	(Newly Elected)
Executive Officer (Group-Related Business Office)	Takatoshi Akiba	Executive Officer (Affiliated Business Operations Office)
(Retired)	Tetsushi Ikeda	Executive Officer (General Manager of Group Internal Control, CSR Promotion Office, and Internal Audit Office)
(Retired)	Seiji Shintani	Executive Officer (Division Manager of Group Executive Office and Group Communications Office)

**SEGA CORPORATION**

1. Directors and Corporate Auditors

New Title	Name	Former Title
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman, Representative Director (CEO)
President, Representative Director (COO)	Naoya Tsurumi	President, Representative Director (COO)
Managing Director (Amusement Business Headquarters)	Shigeru Yamashita	Managing Director (Amusement Business Headquarters)
Managing Director (Consumer Online Business Headquarters)	Yukio Sugino	Managing Director (Consumer Online Business Headquarters)
Corporate Director (Entertainment Park Div. Manager/Manager for International Business Div.)	Joseph Peter Schmelzeis, Jr.	Corporate Director (Entertainment Park Div. Manager/Manager for International Business Div.)
Chief Creative Officer Corporate Director	Toshihiro Nagoshi	Chief Creative Officer Corporate Director
Corporate Director (SEGA Entertainment Co., Ltd President, Representative Director)	Kyogo Hiraoka	Corporate Director (SEGA Entertainment Co., Ltd President, Representative Director)
Corporate Director (SEGA Networks Co.,Ltd President, Representative Director (CEO))	Haruki Satomi	Corporate Director (SEGA Networks Co.,Ltd President, Representative Director (CEO))
Corporate Director (SEGA SAMMY HOLDINGS INC. Director)	Akira Sugano	(Newly Elected)
Standing Corporate Auditor	Hisashi Miyazaki	Standing Corporate Auditor
Corporate Auditor	Mineo Enomoto	Corporate Auditor

Corporate Auditor	Nobuo Naito	Corporate Auditor
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## 2. Executive Officers and Creative Officers

<b>New Title</b>	<b>Name</b>	<b>Former Title</b>
Senior Executive Officer (Officer at President Office)	Mitsunobu Higashi	Senior Executive Officer (Officer at President Office)
Corporate Officer (International Consumer Online Business Div.)	Tatsuyuki Miyazaki	Corporate Officer (International Consumer Online Business Div.)
Corporate Officer (Domestic Consumer Online Business Div.)	Akira Nomoto	Corporate Officer (Domestic Consumer Online Business Div.)
Corporate Officer (Chief of Corporate Div.)	Fujito Ryu	(Newly Elected)
Corporate Officer (Division Manager Production Procurement Div.)	Mikio Ina	(Newly Elected)
Corporate Officer (Amusement Business Headquarters AM strategy planning Div.)	Takashi Mori	(Newly Elected)
Senior Creative Officer (R&D Div. #2, SEGA R&D)	Hiroshi Kataoka	Senior Creative Officer (R&D Div. #2, SEGA R&D)
Creative Officer (R&D Div. #4, SEGA R&D)	Masao Yoshimoto	Creative Officer (R&D Div. #4, SEGA R&D)

## Sammy Corporation

### 1. Directors and Corporate Auditors

<b>New Title</b>	<b>Name</b>	<b>Former Title</b>
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman, Representative Director (CEO)
President, Representative Director (COO)	Shigeru Aoki	President, Representative Director (COO)
Director (Group Division Manager of Production Group Division, Division Manager of Production Control Division and Development Promotion Division)	Norio Uchida	Director (Group Division Manager of Production Group Division, Division Manager of Production Control Division and Development Promotion Division)

Director (Intellectual Property & Public Relations Division, and President Office)	Hideo Yoshizawa	Director (Intellectual Property & Public Relations Division, and President Office)
Director	Akira Sugano	(Newly Elected)
Director (Internal Control Office)	Shunichi Shimizu	Director (Internal Control Office)
(Retired)	Masao Tamura	Director (Sales Division)
Audit & Supervisory Board Member	Toshio Hirakawa	Audit & Supervisory Board Member
Audit & Supervisory Board Member	Kichitaro Mukai	Audit & Supervisory Board Member
Audit & Supervisory Board Member	Takayoshi Matsuzawa	Audit & Supervisory Board Member

2. Executive Officers and Creative Officers ("CO", hereinafter)

<b>New Title</b>	<b>Name</b>	<b>Former Title</b>
Executive Officer (Division Manager of PC Research & Development Division)	Kazuhiro Sumitani	Executive Officer (Division Manager of PC Research & Development Division)
Executive Officer (Deputy Group Division Manager of Production Group Division, and Division Manager of Manufacturing Division)	Kazuo Nishimura	Executive Officer (Deputy Group Division Manager of Production Group Division, and Division Manager of Manufacturing Division)
Executive Officer (Division Manager of PS Research & Development Division)	Ayumu Hoshino	Executive Officer (Division Manager of PS Research & Development Division)
Executive Officer (Division Manager of Intellectual Property & Public Relations Division)	Kazuo Iwahori	Executive Officer (Division Manager of Intellectual Property & Public Relations Division)
Executive Officer (Division Manager of Sales Division)	Toshimi Kumagai	Executive Officer (Division Manager of Sales Division)
Executive Officer (Division Manager of Corporate Division)	Seiji Shintani	Executive Officer (Division Manager of Corporate Division)

Executive Officer	Tomomi Yamazaki	Executive Officer
Executive Officer (General Manager of President Office)	Tetsuya Fukushima	Executive Officer (General Manager of President Office)
Executive Officer (General Manager of Production Policy Office, Production Group Division)	Koichi Takahashi	Executive Officer (General Manager of Production Policy Office, Production Group Division)
Creative Officer (PS Research & Development Division)	Kenichi Tokumura	Creative Officer (PS Research & Development Division)
Creative Officer (PC Research & Development Division)	Hiroataka Tanaka	Creative Officer (PC Research & Development Division)

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