

(Translation)

December 25, 2013

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 on Personnel Changes at SEGA SAMMY HOLDINGS INC.

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the “Company”) will implement personnel changes described below.

Description

Personnel change (as of January 21, 2014)

New Title	Name	Former Title
Senior Executive Officer (Division manager, New Business Office)	Koichiro Ueda	Executive Officer (Division manager, New Business Office)

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