

February 28, 2014

(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

According to “Notice of Adjustment to the Forecast of Full Year Consolidated Operating Results for the Year Ending March 31, 2014” disclosed today, SEGA SAMMY GROUP will tackle various management issues with existing business and will begin full-fledged expansion of integrated resort business which is positioned as long-term earnings opportunities. In order to realize and ensure of growing earnings, notice is hereby given of the optimization of management systems of SEGA SAMMY HOLDINGS INC.(the Company) and its major subsidiaries , as described below.

Description

SEGA SAMMY HOLDINGS INC.

New Title	Name	Former Title
Senior Managing Director & Representative Director	Naoya Tsurumi	Director

* Naoya Tsurumi will be assumed as of April 1st 2014 and will be in charge of the resort complex business division.

Sammy Corporation

New Title	Name	Former Title
Managing Director	Norio Uchida	Director
Director	Toshimi Kumagai	(Newly Elected)
Director	Haruki Satomi	(Newly Elected)

* As of April 1st 2014. Toshimi Kumagai and Haruki Satomi will be elected at the extraordinary shareholders' meeting of Sammy Corporation, held on February 28, 2014.

SEGA CORPORATION

New Title	Name	Former Title
Vice Chairman of the Board	Naoya Tsurumi	President, Representative Director (COO)
President, Representative Director (COO)	Hideki Okamura	(Newly Elected)

* As of April 1st 2014. Hideki Okamura will be elected at the extraordinary shareholders' meeting of Sega Corporation, held on February 28, 2014.

SEGA TOYS CO., LTD.

New Title	Name	Former Title
Vice Chairman of the Board	Yoshiharu Suzuki	President, CEO&COO
President, CEO&COO	Akito Sasaki	Executive Vice President
Senior Managing Director & Representative Director	Koichi Fukazawa	(Newly Elected)

* As of April 1st 2014. Koichi Fukazawa will be elected at the extraordinary shareholders' meeting of SEGA TOYS CO., LTD, held on February 28, 2014.

TMS ENTERTAINMENT CO., LTD

New Title	Name	Former Title
Vice Chairman of the Board	Hideki Okamura	President and Representative Director (CEO)
President and Representative Director (CEO)	Yoshiharu Suzuki	(Newly Elected)

* As of April 1st 2014. Yoshiharu Suzuki will be elected at the extraordinary shareholders' meeting of TMS ENTERTAINMENT CO., LTD, held on February 28, 2014.

Biographies of candidates for newly elected director

Name	Naoya Tsurumi	
Home city	Kanagawa Prefecture	
Date of Birth	February 8, 1958	
Education	1981	Graduated from Faculty of Economics, Seijo University
Career summary	March 1992	Joined Sega Enterprises, Ltd. (current SEGA CORPORATION)
	March 2002	Sega Europe Ltd. COO
	December 2004	Executive Officer, Sega Europe Ltd. CEO
	January 2005	Executive Officer, Sega Europe Ltd. CEO and Sega of America, Inc. CEO
	June 2006	Senior Executive Officer, Sega Holdings U.S.A., Inc. CEO, Sega Europe Ltd. CEO and Sega of America, Inc. CEO
	May 2007	Senior Executive Officer, General Manager of Europe and US Consumer Business Div.
	May 2008	Director, General Manager of Overseas Consumer Business Div.
	May 2009	Director, General Manager of Consumer Business Div.
	June 2009	Managing director, General Manager of Consumer Business Div.
	July 2010	Managing director, General Manager of Sega International
	June 2011	Managing director, General Manager of Sega International and Global Consumer Business
	April 2012	SEGA CORPORATION President and Representative Director (COO) (current)
	June 2012	Director of the Company (current)

Name	Hideki Okamura	
Home city	Saitama Prefecture	
Date of Birth	February 1, 1955	
Education	1978	Graduated from Hosei University, Faculty of Law
Career summary	Jan. 1987	Joined Sega Enterprises, Ltd. (current SEGA CORPORATION)
	June 1997	Director, Deputy Division Manager of Consumer Business Group Div., General Manager of Saturn Business Div. of Sega Enterprises, Ltd
	June 2000	Director, in charge of Dreamcast Business Div. of Sega Enterprises, Ltd.
	June 2002	Vice President and Representative Director of DigiCube Co., Ltd
	June 2003	Senior Executive Officer, Division Manager of Consumer Business Group Div. of SEGA CORPORATION
	June 2004	Director of TMS Entertainment Ltd.
	June 2004	Managing Director, Division Manager of Consumer Business Group Div. of SEGA CORPORATION
	October 2004	Director of the Company
	May 2008	Director of SEGA CORPORATION
	June 2008	President and Representative Director of TMS Entertainment Ltd. (current)

Name	Yoshiharu Suzuki	
Home city	Tokyo	
Date of Birth	May 19, 1953	
Education	1972	Left Waseda Jitsugyo High School
Career summary	November 1992	Joined SAMMY CORPORATION, concurrently serving as Deputy General Manager of Amusement Division and General Manager of Development Division
	June 1994	Director and Deputy General Manager of Amusement Division and General Manager of Development Division at SAMMY
	June 2000	Retired as Director at Sammy Corporation
	June 2001	Director in charge of AM Division at Sammy Corporation
	June 2002	Concurrently serving as Executive Director in charge of AM Division and General Manager of AM/NEWS Office at Sammy Corporation
	February 2004	Joined SEGA CORPORATION as Director
	June 2004	Executive Director and General Manager of Amusement Machine Business at SEGA CORPORATION
	April 2005	Executive Director and Deputy General Manager of AM Business Group at SEGA CORPORATION
	June 2005	Executive Director and General Manager of AM Business Group at SEGA CORPORATION
	June 2007	General Manager of AM Overseas Business Division at SEGA CORPORATION
	February 2008	Advisor at SEGA CORPORATION
	April 2008	Joined SEGA TOYS CO., LTD. as Advisor
	June 2008	Senior Managing Director at SEGA TOYS CO., LTD.
	July 2008	Senior Managing Director and General Manager of Corporate Planning Office, in charge of New Business Department at SEGA TOYS CO., LTD.
	March 2009	Senior Managing Director and General Manager of Corporate Planning Office at SEGA TOYS CO., LTD.
	September 2009	Senior Managing Director, General Manager of Corporate Planning Office at SEGATOYS CO., LTD.
	December 2009	President, CEO&COO of SEGATOYS CO., LTD. (current)

Name	Akito Sasaki	
Home city	Okayama Prefecture	
Date of Birth	November 9, 1955	
Education	1978	Graduated from Senshu University, School of Commerce
Career summary	April 1978	Joined Sanrio Co., Ltd
	April 2006	General Manager, Character Development Department of Sanrio Co., Ltd
	June 2006	Director and General Manager, Character Development Department of Sanrio Co., Ltd
	April 2010	General Manager, Licensing Department of Sanrio Co., Ltd
	July 2013	Joined SEGA TOYS CO., LTD. as Advisor
	September 2013	General Manager of Licensing Div. of SEGA TOYS CO., LTD
	October 2013	Executive Vice President of SEGATOYS CO., LTD
	January 2014	Executive Vice President, General Manager of Global Alliance Div. (Current)

Name	Koichi Fukazawa	
Home city	Kanagawa Prefecture	
Date of Birth	November 2, 1965	
Education	1990	Graduated from Ritsumeikan University, College of Science and Engineering
Career summary	April 1990	Joined The Sanwa Bank, Ltd. (current The Bank of Tokyo-Mitsubishi UFJ, Ltd.)
	July 2003	Joined Sammy Corporation
	August 2003	Executive Officer, Division Manager of President Office at Sammy Corporation
	October 2004	Executive Officer and General Manager, Office of the Chairman and the President of the Company Executive Officer, General Manager of Office of the Chairman and the President at Sega Corporation
	June 2005	Corporate Director, General Manager of Office of the Chairman and the President at Sega Corporation
	July 2006	Executive Officer, Division Manager of Corporate Planning Div. of the Company
	January 2007	President, Representative Director of SEGA SAMMY Asset Management
	August 2007	Senior Executive Officer in charge of policies and external affairs of the Company
	October 2007	Director, General Manager of Amusement Planning Div. of Sega Corporation
	May 2008	Director, General Manager of New Business Development Div. at Sega Corporation
	April 2009	Director of Japan Association of Corporate Executives (KEIZAI DOYUKAI)
	June 2009	President & CEO of Sega Sammy Visual Entertainment Inc.(current: MARZA ANIMATION PLANET INC.)
	June 2012	Director of Sammy Corporation (In charge of President Office)
	June 2013	Senior Executive Officer Division Manager, Group Executive Office of the Company (Current)

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