

(Translation)

February 27, 2015

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: Seiichiro Kikuchi
 Executive Officer
 Division Manager,
 Group Executive Office
 (TEL: 03-6215-9955)

Notice of Personnel Change by Our Subsidiaries

It is hereby notified that Sammy Corporation, TAIYO ELEC Co., Ltd., TMS ENTERTAINMENT Co., LTD. and SEGA TOYS CO., LTD., subsidiaries, etc. of SEGA SAMMY HOLDINGS INC. (the "Company") implement personnel changes as described below.

Description

Sammy Corporation		
New Title	Name	Former Title
Director	Kazuhiro Sumitani	(Newly Elected)
Director	Kazuo Iwahori	(Newly Elected)
Director	Tetsuya Fukushima	(Newly Elected)
(Retired)	Hideo Yoshizawa	Director

* Kazuhiro Sumitani, Kazuo Iwahori, Tetsuya Fukushima: as of April 1, 2015.

Hideo Yoshizawa: as of March 31, 2015.

Kazuhiro Sumitani, Kazuo Iwahori and Tetsuya Fukushima will be elected at the extraordinary shareholders' meeting of Sammy Corporation, held on February 27, 2015.

TAIYO ELEC Co., Ltd.		
New Title	Name	Former Title
President and Representative Director	Hideo Yoshizawa	(Newly Elected)

Executive Vice President and Representative Director	Yuichi Amari	President and Representative Director
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* As of April 1, 2015.

Hideo Yoshizawa will be elected at the extraordinary shareholders' meeting of TAIYO ELEC Co., Ltd., held on February 27, 2015.

TMS ENTERTAINMENT Co., LTD.

New Title	Name	Former Title
Chairman, Representative Director	Hideki Okamura	Vice Chairman of the Board

* As of April 1, 2015.

SEGA TOYS CO., LTD.

New Title	Name	Former Title
Chairman, Representative Director	Hideki Okamura	(Newly Elected)
Director	Koichi Fukazawa	Senior Managing Director and Representative Director

* Hideki Okamura: as of April 1, 2015. Koichi Fukazawa: as of March 31, 2015.

Hideki Okamura will be elected at the extraordinary shareholders' meeting of SEGA TOYS CO., LTD, held on February 27, 2015.

Koichi Fukazawa will be changed the position from Senior Managing Director and Representative Director to Director in SEGA TOYS CO., LTD., and primarily assume the position of the Company's Senior Executive Officer after April 1, 2015.

Biography of President and Representative Director of TAIYO ELEC Co., Ltd.

Name	Hideo Yoshizawa	
Home city	Tokyo	
Date of Birth	August 27, 1964	
Education	1987	Graduated from Waseda University, School of Commerce
Career summary	July 2001	Joined Sammy Corporation
	August 2007	Senior Executive Officer at SEGA SAMMY HOLDINGS, INC.
	June 2008	Director in charge of Business Administration Department and Corporate Division of Sammy Corporation
	August 2008	Director in charge of Corporate Division of the above
	April 2009	Director in charge of Intellectual Property and Public Relations Division of Sammy Corporation
	October 2009	Director of Sammy Design Co., Ltd.
	March 2012	Director of PHOENIX RESORT CO., LTD.
	May 2013	Director in charge of President Office and Intellectual Property and Public Relations Division of Sammy Corporation
	April 2014	Director in charge of Corporate Division and Intellectual Property and Public Relations Division of Sammy Corporation (Current)
May 2014	Director of INTERLIFE HOLDINGD CO., LTD. (Current)	

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