

(Translation)

April 28, 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: Seichiro Kikuchi  
Executive Officer  
Division Manager,  
Group Executive Office  
(TEL: 03-6215-9955)

---

Notice of Personnel Change

---

It is hereby notified that SEGA SAMMY HOLDINGS INC. implements personnel change as described below.

Description

Personnel change (as of May 1, 2015)

New Title	Name	Former Title
Senior Executive Officer General Counsel	Toru Nakahara	(Newly Elected)

\*Toru Nakahara concurrently will assume Senior Executive Officer, General Counsel of SEGA Holdings Co., Ltd., as of May 1, 2015.

-END-