

June 17, 2015

(Translation)

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi
Chairman of the Board and
Chief Executive Officer

(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 the Management Systems of SEGA SAMMY HOLDINGS INC. and
its Major Subsidiaries (SEGA Holdings Co., Ltd. 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 17, 2015 at which Directors were elected, the following Representative Directors, Directors with specific titles 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 Holdings Co., Ltd. and Sammy Corporation, as described below:

Description

SEGA SAMMY HOLDINGS INC.

1. Directors and Audit & Supervisory Board Members

New Title	Name	Former Title
Chairman of the Board and Chief Executive Officer	Hajime Satomi	Chairman of the Board and Chief Executive Officer
Senior Managing Director and Representative Director	Naoya Tsurumi	Senior Managing Director and Representative Director
Director	Koichi Fukazawa	(Newly Elected) Senior Executive Officer
Director	Haruki Satomi	Director
Director	Shigeru Aoki	Director
Director	Hideki Okamura	Director
Director and CCO (Chief Creative Officer)	Hisao Oguchi	Director and CCO (Chief Creative Officer)
Director	Yuji Iwanaga	Director

Director	Takeshi Natsuno	Director
Standing Audit & Supervisory Board Member	Tomio Kazashi	Standing Audit & Supervisory Board Member
Audit & Supervisory Board Member	Toshio Hirakawa	Audit & Supervisory Board Member
Audit & Supervisory Board Member	Yukito Sakaue	Audit & Supervisory Board Member
Audit & Supervisory Board Member	Mineo Enomoto	Audit & Supervisory Board Member
(Retired)	Akira Sugano	Director

2. Executive Officers

New Title	Name	Former Title
Senior Executive Officer (General Counsel, Group Legal Head Office)	Toru Nakahara	Senior Executive Officer (General Counsel)
Senior Executive Officer (Assistant to Senior Managing Director)	Hirofumi Matsunaga	Senior Executive Officer (Assistant to Senior Managing Director)
Executive Officer (Group Executive Office)	Koichiro Ueda	Executive Officer (Group Executive Office)
Executive Officer (General Manager of Group Internal Control Office, Group CSR Promotion Office and Internal Audit Office)	Hiroshi Ishikura	Executive Officer (General Manager of Group Internal Control Office, Group CSR Promotion Office and Internal Audit Office)
Executive Officer (Division Manager, Group Executive Office)	Seiichiro Kikuchi	Executive Officer (Division Manager, Group Executive Office)
Executive Officer (Division Manager, General Affairs Division)	Koichi Takahashi	Executive Officer (Division Manager, Administration Division)
Executive Officer (Division Manager, Finance & Accounting Division)	Yoichi Owaki	Executive Officer (Group Executive Office)

Executive Officer (Group Executive Office)	Takatoshi Akiba	Executive Officer (Group Executive Office)
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SEGA Holdings Co., Ltd.

1. Directors and Corporate Auditors

New Title	Name	Former Title
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman, Representative Director (CEO)
Vice Chairman of the Board	Naoya Tsurumi	Vice Chairman of the Board
President, Representative Director (COO)	Hideki Okamura	President, Representative Director (COO)
Executive Vice President and Representative Director	Haruki Satomi	Executive Vice President and Representative Director
Director	Yukio Sugino	Director
Standing Corporate Auditor	Yukito Sakaue	Standing Corporate Auditor
Standing Corporate Auditor	Yoshiharu Yamashige	(Newly Elected)
Corporate Auditor	Mineo Enomoto	Corporate Auditor
(Retired)	Akira Sugano	Director
(Retired)	Nobuo Naito	Corporate Auditor

2. Executive Officers

New Title	Name	Former Title
Senior Executive Officer (Chief of Corporate Div.)	Fujito Ryu	Senior Executive Officer (Chief of Corporate Div.)
Senior Executive Officer (General Counsel)	Toru Nakahara	Senior Executive Officer (General Counsel)
Corporate Officer (Chief of IT Div.)	Takaharu Kato	Corporate Officer (Chief of IT Div.)
Corporate Officer (Chief of President's Office)	Hironobu Otsuka	Corporate Officer (Chief of President's Office)
Corporate Officer (Licensing Dept.)	Akito Sasaki	Corporate Officer (Licensing Dept.)

Sammy Corporation

1. Directors and Audit & Supervisory Board Members

New Title	Name	Former Title
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman, Representative Director (CEO)
President, Representative Director (COO)	Shigeru Aoki	President, Representative Director (COO)
Managing Director (Group Division Manager of Production Group Division, Division Manager of Production Control Division and Development Promotion Division)	Norio Uchida	Managing Director (Group Division Manager of Production Group Division, Division Manager of Production Control Division and Development Promotion Division)
Director (Division Manager of Sales Division)	Toshimi Kumagai	Director (Division Manager of Sales Division)
Director (Division Manager of Research & Development Division)	Ayumu Hoshino	Director (Division Manager of Research & Development Division)
Director (Division Manager of Manufacturing Division)	Kazuhiro Sumitani	Director (Division Manager of Manufacturing Division)
Director (Division Manager of Intellectual Property & Public Relations Division)	Kazuo Iwahori	Director (Division Manager of Intellectual Property & Public Relations Division)
Director (Division Manager of President Office)	Tetsuya Fukushima	Director (General Manager of President Office)

Director	Haruki Satomi	Director
Standing Audit & Supervisory Board Member	Toshio Hirakawa	Standing Audit & Supervisory Board Member
Standing Audit & Supervisory Board Member	Kichitaro Mukai	Standing Audit & Supervisory Board Member
Standing Audit & Supervisory Board Member	Takayoshi Matsuzawa	Standing Audit & Supervisory Board Member
(Retired)	Akira Sugano	Director

2. Executive Officers and Creative Officers

New Title	Name	Former Title
Executive Officer	Tomomi Yamazaki	Executive Officer
Executive Officer and Creative Officer (Deputy Division Manager of Research & Development Division)	Kenichi Tokumura	Executive Officer and Creative Officer (Deputy Division Manager of Research & Development Division)
Executive Officer	Koichi Takahashi	Executive Officer
Executive Officer and Creative Officer (Deputy Division Manager of Research & Development Division)	Hiroataka Tanaka	Executive Officer and Creative Officer (Deputy Division Manager of Research & Development Division)
Executive Officer (Deputy Division Manager of Sales Division)	Masahito Goto	Executive Officer (Deputy Division Manager of Sales Division)
Executive Officer (Division Manager of Corporate Division)	Makoto Takahashi	Executive Officer (Division Manager of Corporate Division)

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