

(Translation)

September 30, 2015

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 Personnel Change

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

Description

Personnel change (as of October 1, 2015)

New Title	Name	Former Title
Executive Officer (General Manager of Strategic Planning Department, Public Relations Department and Executive Secretariat Department)	Yuichi Takehana	Executive Officer (General Manager of Strategic Planning Department and Public Relations Department)

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