

November 9, 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 Personnel Change by Our Subsidiary (Sammy Corporation)

It is hereby notified that Sammy Corporation, a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company") implements personnel changes as described below.

Description

Personnel change (as of November 24, 2015)

New Title	Name	Former Title
Executive Vice President and Representative Director	Haruki Satomi	Director

* No changes in concurrent posts he assumes.

New Representative Director's Biography

Name	Haruki Satomi	
Home city	Tokyo Metropolis	
Date of Birth	January 11, 1979	
Education	March 2001	Graduated from Faculty of International Studies, Meiji Gakuin University
	May 2012	Graduated from MBA, UC Berkeley Haas School of Business
Career summary	April 2001	Joined KOKUSAI Securities Co., Ltd. (now Mitsubishi UFJ Morgan Stanley Securities Co., Ltd.)
	March 2004	Joined Sammy Corporation
	January 2005	Joined SEGA CORPORATION (now SEGA Games Co., Ltd.)
	July 2009	Vice President of Digital Business of Sega of America, Inc.
	October 2011	Senior Vice President of Digital Business of the above
	November 2011	Director of Sammy Networks Co., Ltd.
	April 2012	President, Representative Director and CEO of the above (current position)
	June 2012	Director of SEGA CORPORATION
	June 2012	Director the Company (current position)
	July 2012	President, Representative Director and CEO of SEGA Networks, Ltd. (now SEGA Games Co., Ltd.)
	April 2014	Director of Sammy Corporation (current position)
	November 2014	Executive Vice President and Representative Director of SEGA CORPORATION
	April 2015	Executive Vice President and Representative Director of SEGA Holdings Co., Ltd. (current position)
	April 2015	President, Representative Director, and CEO of SEGA Games Co., Ltd. (current position)
	April 2015	Chairman of Sega of America, Inc. (current position)
April 2015	Chairman of Sega Europe Ltd. (current position)	

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