

(Translation)

February 29, 2016

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 Changes at SEGA SAMMY HOLDINGS INC. and
 its Major Subsidiaries (SEGA Holdings Co., Ltd. and Sammy Corporation)

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the “Company”) and the Company’s major subsidiaries SEGA Holdings Co., Ltd. and Sammy Corporation will implement personnel changes described below:

Description

1. Personnel changes by the Company

New Title	Name	Former Title
Senior Executive Officer (Division Manager of Corporate Planning Division)	Makoto Takahashi	(Newly Elected) (Executive Officer, Division Manager of Corporate Division of Sammy Corporation)
Executive Officer (Division Manager of General Affairs Division)	Takaharu Kato	General Manager of Information Systems Planning Department
Executive Officer (General Affairs Division)	Seiichiro Kikuchi	Executive Officer (Division Manager of Group Executive Office)
(Retired)	Hirofumi Matsunaga	Senior Executive Officer (Assistant to Senior Managing Director)
(Retired)	Koichi Takahashi	Executive Officer (Division Manager of General Affairs Division)
(Retired)	Yuichi Takehana	Executive Officer

*As of April 1, 2016

*Yuichi Takehana will retire on February 29, 2016

*Seiichiro Kikuchi will assume the position of Senior Executive Officer of TMS ENTERTAINMENT Co., LTD. as of April 1, 2016.

*Hirofumi Matsunaga will retire as of March 31, 2016 and remain as President and Representative Director of PHOENIX RESORT CO., LTD.

*Koichi Takahashi will retire as of March 31, 2016 and remain as Executive Officer of Sammy Corporation.

2. Personnel changes by Company's major subsidiaries

① SEGA Holdings Co., Ltd.

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

*As of April 1, 2016

*Hideo Yoshizawa will retire President and Representative Director of TAIYO ELEC Co., Ltd. as of March 31, 2016

② Sammy Corporation

New Title	Name	Former Title
Vice Chairman, Representative Director	Shigeru Aoki	President, Representative Director (COO)
President, Representative Director (COO)	Haruki Satomi	Executive Vice President and Representative Director
Managing Director (Corporate Division)	Norio Uchida	Managing Director (Group Division Manager of Production Group Division, Division Manager of Production Control Division and Development Promotion Division)
Managing Director (Division Manager of Sales Division)	Toshimi Kumagai	Director (Division Manager of Sales Division)
Managing Director (Group Division Manager of Research & Development Group Division, Division Manager of Technical Research & Development Division and Development Promotion Division)	Ayumu Hoshino	Director (Division Manager of Research & Development Division)
Director (Group Division Manager of Production Group Division, Division Manager of Manufacturing Division)	Kazuhiro Sumitani	Director (Division Manager of Manufacturing Division)
Director (Division Manager of PS Research & Development Division, Deputy Division Manager of Technical Research & Development Division)	Kenichi Tokumura	Executive Officer and Creative Officer (Deputy Division Manager of Research & Development Division)
Senior Executive Officer and Creative Officer (Division Manager of PC Research & Development Division, Deputy Division Manager of Technical Research & Development Division)	Hiroataka Tanaka	Executive Officer and Creative Officer (Deputy Division Manager of Research & Development Division)
Senior Executive Officer	Makoto Takahashi	Executive Officer (Division Manager of Corporate Division)

Executive Officer (Division Manager of Corporate Division)	Koichi Takahashi	Executive Officer
Executive Officer (Division Manager of Production Policy Division, Deputy Division Manager of Manufacturing Division)	Katsumi Erikawa	Deputy Executive Officer (Deputy Division Manager of Manufacturing Division)
Executive Officer (Division Manager of Production Control Division)	Kei Kimoto	Deputy Executive Officer (Deputy Division Manager of Production Control Division)
Executive Officer (Deputy Division Manager of Sales Division)	Takashi Kumeta	Deputy Executive Officer (Deputy Division Manager of Sales Division)

*As of April 1, 2016

*Makoto Takahashi will assume the position of Company's Senior Executive Officer as of April 1, 2016

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