

(Translation)

March 30, 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 by Our Major Subsidiaries
(SEGA Holdings Co., Ltd. and Sammy Corporation)

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

Description

1. Personnel changes by Company's major subsidiaries

① SEGA Holdings Co., Ltd.

New Title	Name	Former Title
(Retired)	Akito Sasaki	Corporate Officer (Licensing Dept.)
Corporate Officer (Chief of Licensing Div.)	Yasuhiko Hamada	(Newly Elected)

*As of April 1, 2016

*Akito Sasaki will remain as President and Representative Director of SEGA TOYS CO., LTD.

② Sammy Corporation

New Title	Name	Former Title
Representative 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)

*As of April 1, 2016

- END -