

(Translation)

June 15, 2010

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.  
Name of Representative: Hajime Satomi,  
Chairman, President and Representative  
Director (CEO)

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiry: Koichiro Ueda,  
General Manager of Group  
Communications Office  
(TEL: 03-6215-9955)

**Notice of Change of Representative (increase in personnel)  
at the Company's Subsidiary (SEGATOYS CO., LTD.)**

Notice is hereby given that SEGATOYS CO., LTD., a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors after the close of its 20<sup>th</sup> Ordinary General Meeting of Shareholders held on June 15, 2010, adopted resolution to change its representative (increase in personnel), as described in the attachment hereto.

<<Attached material: Press release of SEGATOYS CO., LTD.  
"Notice of Change of Representative (increase in personnel)">>

- END -

(Translation)

June 15, 2010

Dear Sirs,

Name of Company: SEGATOYS CO., LTD.  
Name of Representative: Yoshiharu Suzuki,  
President and CEO  
(JASDAQ, Code No. 7842)  
Further Inquiry: Akira Sugano,  
Executive Vice President and  
Representative Director  
Head of Corporate Department  
(TEL: 03-5774-3600)

Notice of Change of Representative (increase in personnel)

SEGATOYS CO., LTD. (the "Company") has announced that, at the meeting of its Board of Directors after the close of its 20th Ordinary General Meeting of Shareholders held on June 15, 2010, adopted resolution to change its representative (increase in personnel), as described in the attachment hereto.

Description

**1. Reason for change**

The Group has added one representative director in order to promptly respond to changes in economic conditions and the management environment, to steadily implement the Group's growth strategy, as well as to strengthen internal control, crisis management and other functions and to strive to further strengthen and enhance its management structure.

**2. Name and title of the new representative director**

New Title	Name	Former Title
Executive Vice President and Representative Director	Akira Sugano	Executive Vice president and Director

\* With this change, Yoshiharu Suzuki (President and CEO) and Akira Sugano (Executive Vice President and Representative Director) are to serve as the two representative directors.

**3. New representative director and titles**

- Home City : Kanagawa Prefecture
- Education : March 1987 Graduated from Keio University, Faculty of Commerce
- Date Birth : March 8, 1964
- Career : April 1987 Joined Computer Service, Ltd. (current CSK CORPORATION)  
Became a member of Finance Department  
May 1994 Joined Sega Enterprises, Ltd. (current SEGA CORPORATION)  
Became a member of President Office  
June 2000 Executive Officer, in charge of group business strategy of SEGA CORPORATION

June 2001	Auditor of the Company
June 2002	Senior Executive Officer, General Manager of Finance Department of SEGA CORPORATION
Feb 2004	Senior Executive Officer, General Manager of Business Planning Department, General Manager of President Office of SEGA CORPORATION
June 2004	Director, in charge of Corporate Department of SEGA CORPORATION
Oct 2004	Executive Officer of SEGA CORPORATION, Executive Officer of SEGA SAMMY HOLDINGS INC.
June 2008	Director, General Manger of Corporate Div. of SEGA CORPORATION
May 2009	Director of SEGA CORPORATION
June 2009	Senior Management Director, General Manager of Corporate Department of the Company
Dec 2009	Executive Vice President and Director, General Manager of Corporate Department, General Manager of Business Planning Office of the Company
Jan 2010	Executive Vice President and Director, General Manager of Business Control Department
June 2010	Executive Vice President and Representative Director General Manger of Business Control Department (to present)

• Number of Shares held : 12,000 shares

#### **4. Scheduled date for assuming office**

June 15, 2010

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