

(Translation)

February 29, 2012

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

Notice of Personnel Changes at SEGA SAMMY HOLDINGS INC. and its Subsidiaries
(SEGA CORPORATION, Sammy Corporation and Sammy NetWorks Co., Ltd.)

Notice is hereby given that at the meeting of the Board of Directors of SEGA SAMMY HOLDINGS INC. (the "Company") held on February 29, 2012, the Company has determined the personnel changes at the Company, SEGA, Sammy and Sammy NetWorks. SEGA and Sammy have elected new directors at the Extraordinary General Meeting of Shareholders on the same day as described below:

Description

1. Purpose of the change

In order to promptly respond to changes in management environment and further enhance the corporate value of the Company under the new management system.

SEGA SAMMY HOLDINGS INC.

2. Personnel change at the Company (as of March 31, 2012)

New Title	Name	Former Title
(Retired)	Okitane Usui	Director

3. Personnel changes at the Company's subsidiaries (as of April 1, 2012)

SEGA CORPORATION

New Title	Name	Former Title
President, Representative Director (COO)	Naoya Tsurumi	Managing Director (General Manager of Sega International and Global Consumer Business)
Managing Director (General Manager of Sega Japan)	Shigeru Yamashita	Director (General Manager of Sega Japan)

New Title	Name	Former Title
Managing Director (General Manager of Sega R&D/Production)	Yukio Sugino	Director (General Manager of Sega R&D/Production)
(New elected) Director and CCO (Chief Creative Officer)	Toshihiro Nagoshi	Senior CO (General Manager of R&D Div. #3, Sega R&D/Production)
(Retired)	Okitane Usui	President, Representative Director (COO)

Usui will retire on March 31, 2012.

Sammy Corporation

New Title	Name	Former Title
Chairman	Hajime Satomi	Chairman, Representative Director (CEO)
Vice Chairman, Representative Director (CEO)	Keishi Nakayama	President, Representative Director (COO)
President, Representative Director (COO)	Shigeru Aoki	Managing Director (General Manager of Corporate Div.)
Vice President, Representative Director (General Manager of R&D Group Div.)	Hisao Oguchi	Senior Managing Director, Representative Director (General Manager of R&D Group Div.)
(New elected) Director (General Manager of Corporate Div.)	Shunichi Shimizu	Executive Officer (Deputy General Manager of Corporate Div.)
(New elected) Executive Officer (Deputy General Manager of Corporate Div.)	Koichi Takahashi	Deputy General Manager of Corporate Div.
(Retired)	Eriko Sato	Director

Sato will retire on March 31, 2012.

Sammy NetWorks Co., Ltd.

New Title	Name	Former Title
Vice Chairman, Representative Director	Masaaki Ono	President, Representative Director
President, Representative Director (CEO)	Haruki Satomi	Director

Ono will retire at the General Meeting of Shareholders on June 2012.

4. SEGA, Sammy and Sammy NetWorks New Representative Directors' Biography

Name	Naoya Tsurumi	
Home city	Kanagawa Prefecture	
Date of Birth	February 8, 1958	
Education	March 1981	Graduated from Faculty of Economics, Seijo University
Career summary	March 1992	Joined Sega Enterprises, Ltd. (current SEGA CORPORATION)
	March 2002	Sega Europe Ltd. COO
	December 2004	Executive Officer, Sega Europe Ltd. CEO
	January 2005	Executive Officer, Sega Europe Ltd. CEO and Sega of America, Inc. CEO
	June 2006	Senior Executive Officer, Sega Holdings U.S.A., Inc. CEO, Sega Europe Ltd. CEO and Sega of America, Inc. CEO
	May 2007	Senior Executive Officer, General Manager of Europe and US Consumer Business Div.
	May 2008	Director, General Manager of Overseas Consumer Business Div.
	May 2009	Director, General Manager of Consumer Business Div.
	June 2009	Managing director, General Manager of Consumer Business Div.
	July 2010	Managing director, General Manager of Sega International
	June 2011	Managing director, General Manager of Sega International and Global Consumer Business (current)

Name	Shigeru Aoki	
Home city	Hokkaido Prefecture	
Date of Birth	January 3, 1952	
Education	March 1975	Graduated from Faculty of Law, Nagoya University
Career summary	April 1975	Joined Sumitomo Bank Ltd. (current Sumitomo Mitsui Banking Corporation)
	May 2005	Joined SEGA CORPORATION Head Councilor
	June 2005	Corporate Officer, General Manager of Office of China and Asia Business Management
	August 2006	Sega Networks (China) Co., Ltd., President
	June 2008	Joined Sammy Corporation Executive Officer, General Manager of Business Administration Department
	August 2008	Executive Officer, General Manager of Corporate Div.
	April 2009	Director, General Manager of Corporate Div.
	June 2011	Managing Director, General Manager of Corporate Div. (current)

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
Career summary	April 2001	Joined KOKUSAI Securities Co., Ltd. (current Mitsubishi UFJ Morgan Stanley Securities Co., Ltd.)
	March 2004	Joined Sammy Corporation
	January 2005	Joined SEGA CORPORATION
	October 2005	Sega of America, Inc. Director Sega Holdings U.S.A., Inc. Director
	July 2009	Sega of America, Inc. Vice President of Digital Business
	October 2011	Sega of America, Inc. Senior Vice President of Digital Business (current)
	November 2011	Joined Sammy NetWorks Co., Ltd. Director (current)

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