

June 18, 2014

(Translation)

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: Seiichiro Kikuchi
Executive Officer
Division Manager, Group Executive
Office
(TEL: 03-6215-9955)

Notice of the Management Systems of SEGA SAMMY HOLDINGS INC. and
its Major Subsidiaries (SEGA CORPORATION and Sammy Corporation)

Notice is hereby given that at the meeting of the Board of Directors of SEGA SAMMY HOLDINGS INC. (the "Company") held after the close of its Ordinary General Meeting of Shareholders held on June 18, 2014 at which Directors and Corporate Auditors were elected, the following Representative Directors, Directors with specific titles, Corporate Auditors and Executive Officers were appointed and assumed office as of the same day. Notice is also given of the new management systems of its important subsidiaries SEGA CORPORATION and Sammy Corporation, as described below:

Description

SEGA SAMMY HOLDINGS INC.

1. Directors and Corporate Auditors

New Title	Name	Former Title
Chairman, President and Representative Director (CEO)	Hajime Satomi	Chairman, President and Representative Director (CEO)
Executive Managing Director and Representative Director	Naoya Tsurumi	Executive Managing Director and Representative Director
Director	Akira Sugano	Director
Director	Haruki Satomi	Director
Director	Shigeru Aoki	Director
Director	Hideki Okamura	(Newly Elected)
Director and CCO (Chief Creative Officer)	Hisao Oguchi	Director and CCO (Chief Creative Officer)
Director	Yuji Iwanaga	Director

Director	Takeshi Natsuno	Director
Standing Corporate Auditor	Tomio Kazashi	Standing Corporate Auditor
Corporate Auditor	Toshio Hirakawa	Corporate Auditor
Corporate Auditor	Yukito Sakaue	(Newly Elected)
Corporate Auditor	Mineo Enomoto	Corporate Auditor
(Retired)	Hisashi Miyazaki	Corporate Auditor

2. Executive Officers

New Title	Name	Former Title
Senior Executive Officer (Division manager, New Business Office)	Koichiro Ueda	Senior Executive Officer (Division manager, New Business Office)
Senior Executive Officer (Group Executive Office)	Koichi Fukazawa	Senior Executive Officer (Group Executive Office)
Executive Officer (General Manager of Group Internal Control, CSR Promotion Office, and Internal Audit Office)	Hiroshi Ishikura	Executive Officer (General Manager of Group Internal Control, CSR Promotion Office, and Internal Audit Office)
Executive Officer (Division Manager, Group Executive Office)	Seiichiro Kikuchi	Executive Officer (Division Manager, Group Executive Office)
Executive Officer (Division Manager, Administration Division)	Koichi Takahashi	Executive Officer (Deputy Division Manager, Administration Division)
Executive Officer (Group Executive Office)	Takatoshi Akiba	Executive Officer (Group Executive Office)
(Retired)	Shunichi Shimizu	Senior Executive Officer (Division Manager, Administration Division)

SEGA CORPORATION

1. Directors and Corporate Auditors

New Title	Name	Former Title
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman, Representative Director (CEO)
Vice Chairman of the Board	Naoya Tsurumi	Vice Chairman of the Board
President, Representative Director (COO)	Hideki Okamura	President, Representative Director (COO)
Managing Director (Amusement Business Headquarters)	Shigeru Yamashita	Managing Director (Amusement Business Headquarters)
Managing Director (Consumer Online Business Headquarters)	Yukio Sugino	Managing Director (Consumer Online Business Headquarters)
Corporate Director (Entertainment Park Div. Manager/Manager for International Business Div.)	Joseph Peter Schmelzeis, Jr.	Corporate Director (Entertainment Park Div. Manager/Manager for International Business Div.)
Chief Creative Officer Corporate Director	Toshihiro Nagoshi	Chief Creative Officer Corporate Director
Corporate Director (SEGA Entertainment Co., Ltd President, Representative Director)	Kyogo Hiraoka	Corporate Director (SEGA Entertainment Co., Ltd President, Representative Director)
Corporate Director (SEGA Networks Co.,Ltd President, Representative Director (CEO))	Haruki Satomi	Corporate Director (SEGA Networks Co.,Ltd President, Representative Director (CEO))
Corporate Director	Akira Sugano	Corporate Director
Standing Corporate Auditor	Yukito Sakaue	(Newly Elected)

Corporate Auditor	Mineo Enomoto	Corporate Auditor
Corporate Auditor	Nobuo Naito	Corporate Auditor
(Retired)	Hisashi Miyazaki	Standing Corporate Auditor

2. Executive Officers and Creative Officers

New Title	Name	Former Title
Senior Executive Officer (Japan/Asia Consumer Online Business Div.)	Akira Nomoto	Corporate Officer (Domestic Consumer Online Business Div.)
Senior Executive Officer (Chief of Corporate Div.)	Fujito Ryu	Corporate Officer (Chief of Corporate Div.)
Corporate Officer (Americas/EMEA Consumer Online Business Div.)	Tatsuyuki Miyazaki	Corporate Officer (International Consumer Online Business Div.)
Corporate Officer (Division Manager Production Procurement Div.)	Mikio Ina	Corporate Officer (Division Manager Production Procurement Div.)
Corporate Officer (Amusement Business Headquarters AM strategy planning Div.)	Takashi Mori	Corporate Officer (Amusement Business Headquarters AM strategy planning Div.)
Corporate Officer (Amusement Business Headquarters Amusement Machines sales Business Div.)	Taketo Oshima	(Newly Elected)
Creative Officer (R&D Div. #2, SEGA R&D)	Hiroshi Kataoka	Senior Creative Officer (R&D Div. #2, SEGA R&D)

Sammy Corporation

1. Directors and Corporate Auditors

New Title	Name	Former Title
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman, Representative Director (CEO)
President, Representative Director (COO)	Shigeru Aoki	President, Representative Director (COO)

Managing Director (Group Division Manager of Production Group Division, Division Manager of Production Control Division and Development Promotion Division)	Norio Uchida	Managing Director (Group Division Manager of Production Group Division, Division Manager of Production Control Division and Development Promotion Division)
Director (Intellectual Property & Public Relations Division, and Corporate Division)	Hideo Yoshizawa	Director (Intellectual Property & Public Relations Division, and Corporate Division)
Director (Division Manager of Sales Division)	Toshimi Kumagai	Director (Division Manager of Sales Division)
Director (Division Manager of Research & Development Division)	Ayumu Hoshino	(Newly Elected) Senior Executive Officer (Division Manager of Research & Development Division)
Director (President Office)	Haruki Satomi	Director (President Office)
Director	Akira Sugano	Director
Audit & Supervisory Board Member	Toshio Hirakawa	Audit & Supervisory Board Member
Audit & Supervisory Board Member	Kichitaro Mukai	Audit & Supervisory Board Member
Audit & Supervisory Board Member	Takayoshi Matsuzawa	Audit & Supervisory Board Member
(Retired)	Shunichi Shimizu	Director (Internal Control Office)

2. Executive Officers and Creative Officers ("CO", hereinafter)

New Title	Name	Former Title
Senior Executive Officer (Division Manager of Corporate Division)	Seiji Shintani	Senior Executive Officer (Division Manager of Corporate Division)
Executive Officer	Kazuhiro Sumitani	Executive Officer
Executive Officer (Deputy Group Division Manager of Production Group Division, and Division Manager of Manufacturing Division)	Kazuo Nishimura	Executive Officer (Deputy Group Division Manager of Production Group Division, and Division Manager of Manufacturing Division)

Executive Officer (Division Manager of Intellectual Property & Public Relations Division)	Kazuo Iwahori	Executive Officer (Division Manager of Intellectual Property & Public Relations Division)
Executive Officer	Tomomi Yamazaki	Executive Officer
Executive Officer (General Manager of President Office)	Tetsuya Fukushima	Executive Officer (General Manager of President Office)
Executive Officer and Creative Officer (Deputy Division Manager of Research & Development Division)	Kenichi Tokumura	Executive Officer and Creative Officer (Deputy Division Manager of Research & Development Division)
Executive Officer	Koichi Takahashi	Executive Officer
Executive Officer and Creative Officer (Deputy Division Manager of Research & Development Division)	Hiroataka Tanaka	Executive Officer and Creative Officer (Deputy Division Manager of Research & Development Division)
Executive Officer (Deputy Division Manager of Sales Division)	Masahito Goto	Executive Officer (Deputy Division Manager of Sales Division)

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