

(Translation)

December 24, 2014

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

Notice of Personnel Change

It is hereby notified that SEGA SAMMY HOLDINGS INC. implement personnel changes as described below.

Description

Personnel change (as of January 1, 2015)

New Title	Name	Former Title
Executive Officer (Group Executive Office)	Yoichi Owaki	(Newly Elected)

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