

(Translation)

March 29, 2013

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: Seiji Shintani,  
Executive Officer  
General Manager of Group  
Executive Office and Group  
Communications Office  
(TEL: 03-6215-9955)

Notice of Personnel Changes at SEGA SAMMY HOLDINGS INC.

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the “Company”) will implement personnel changes described below.

Description

Personnel change

New Title	Name	Former Title
Executive Officer (Deputy General Manager of Administration Department)	Shunichi Shimizu	(Newly Elected)
(Retired)	Kenichiro Hori	Executive Officer (In charge of policies and external affairs)

※ Shunichi Shimizu : as of April 1, 2013. Kenichiro Hori : as of March 31, 2013.

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