

June 19, 2012

(Translation)

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 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 19, 2012 at which Directors 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 Vice President and Representative Director	Keishi Nakayama	Executive Vice President and Representative Director
Director	Naoya Tsurumi	(Newly Elected)
Director and CCO (Chief Creative Officer)	Hisao Oguchi	Director and CCO (Chief Creative Officer)
Director	Haruki Satomi	(Newly Elected)
Director	Yuji Iwanaga	Director
Director	Takeshi Natsuno	Director
Standing Corporate Auditor	Tomio Kazashi	Standing Corporate Auditor

Corporate Auditor	Toshio Hirakawa	Corporate Auditor
Corporate Auditor	Hisashi Miyazaki	Corporate Auditor
Corporate Auditor	Mineo Enomoto	Corporate Auditor

2. Executive Officers

New Title	Name	Former Title
Senior Executive Officer (General Manager of Administration Department)	Hideo Yoshizawa	Senior Executive Officer (General Manager of Administration Department)
Senior Executive Officer (In charge of policies and external affairs)	Koichi Fukazawa	Senior Executive Officer (In charge of policies and external affairs)
Executive Officer (General Manager of Group Internal Control and CSR Promotion Office, General Manager of Internal Audit Office)	Tetsushi Ikeda	Executive Officer (General Manager of Group Internal Control and CSR Promotion Office, General Manager of Internal Audit Office)
Executive Officer (General Manager of Group Executive Office and Group Communications Office)	Seiji Shintani	Executive Officer (General Manager of Group Executive Office and Group Communications Office)
Executive Officer (In charge of policies and external affairs)	Takatoshi Akiba	Executive Officer (In charge of policies and external affairs)
Executive Officer (In charge of policies and external affairs)	Kenichiro Hori	Executive Officer (In charge of policies and external affairs)

SEGA 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)	Naoya Tsurumi	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 (Amusement Facilities Business Div.)	Kyogo Hiraoka	(Newly Elected) Senior Executive Officer (Amusement Facilities Business Div.)
Corporate Director (Mobile & New Media Div.)	Haruki Satomi	(Newly Elected)
Standing Corporate Auditor	Hisashi Miyazaki	Standing Corporate Auditor
Corporate Auditor	Mineo Enomoto	Corporate Auditor
Corporate Auditor	Nobuo Naito	(Newly Elected)
(Retired)	Shunichi Shimizu	Corporate Auditor

2. Executive Officers and Creative Officers

New Title	Name	Former Title
Senior Executive Officer (Chief of Corporate Div.)	Mitsunobu Higashi	Senior Executive Officer (Chief of Corporate Div.)

Corporate Officer (International Consumer Business Div.)	Tatsuyuki Miyazaki	Corporate Officer (International Consumer Business Div.)
Corporate Officer (President's Office)	Kazunobu Takita	Corporate Officer (President's Office)
Corporate Officer (Corporate Div.)	Koichiro Ueda	Corporate Officer (Corporate Div.)
Corporate Officer (Domestic Consumer Business Div.)	Akira Nomoto	Corporate Officer (Domestic Consumer Business Div.)
Senior Creative Officer (R&D Div. #2, SEGA R&D)	Hiroshi Kataoka	Senior Creative Officer (R&D Div. #2, SEGA R&D)
Creative Officer (R&D Div. #4, SEGA R&D)	Masao Yoshimoto	Creative Officer (R&D Div. #4, SEGA R&D)
(Retired)	Takayuki Kawagoe	Senior Executive Officer
(Retired)	Hiroshi Uemura	Creative Officer

Sammy Corporation

1 . Directors and Corporate Auditors

New Title	Name	Former Title
Chairman	Hajime Satomi	Chairman
Vice Chairman, Representative Director (CEO)	Keishi Nakayama	Vice Chairman, Representative Director (CEO)
President, Representative Director (COO)	Shigeru Aoki	President, Representative Director (COO)
Vice President, Representative Director (General Manager of R&D Group Div. and Management of Intellectual Property & Public Relations Div.)	Hisao Oguchi	Vice President, Representative Director (General Manager of R&D Group Div. and Management of Intellectual Property & Public Relations Div.)

Director (General Manager of Production Control Group Div., General Manager of Production Control Department and Deputy General Manager of R&D Group Div.)	Norio Uchida	Director (General Manager of Production Control Group Div., General Manager of Production Control Department and Deputy General Manager of R&D Group Div.)
Director (Management of Marketing Div.)	Masao Tamura	Director (Management of Marketing Div.)
Director (General Manager of Corporate Div.)	Shunichi Shimizu	Director (General Manager of Corporate Div.)
Director (Management of Intellectual Property & Public Relations Div.)	Hideo Yoshizawa	Director (Management of Intellectual Property & Public Relations Div.)
Director (Management of President Office)	Koichi Fukazawa	(Newly Elected)
Standing Corporate Auditor	Toshio Hirakawa	Standing Corporate Auditor
Standing Corporate Auditor	Kichitaro Mukai	Standing Corporate Auditor
Standing Corporate Auditor	Takayoshi Matsuzawa	Standing Corporate Auditor
(Retired)	Tadashi Ishida	Corporate Auditor

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

New Title	Name	Former Title
Executive Officer (Deputy General Manager of R&D Group Div. and General Manager of PC R&D Div.)	Kazuhiro Sumitani	Executive Officer (Deputy General Manager of R&D Group Div. and General Manager of PC R&D Div.)
Executive Officer (Deputy General Manager of Production Control Group Div., General Manager of Production Div.)	Kazuo Nishimura	Executive Officer (Deputy General Manager of Production Control Group Div., General Manager of Production Div.)
Executive Officer (Deputy General Manager of R&D Group Div. and General Manager of PS R&D Div.)	Ayumu Hoshino	Executive Officer (General Manager of PS R&D Div.)
Executive Officer (General Manager of Intellectual Property & Public Relations Div.)	Kazuo Iwahori	Executive Officer (General Manager of Intellectual Property & Public Relations Div.)
Executive Officer (General Manager of Marketing Div.)	Toshimi Kumagai	Executive Officer (General Manager of Marketing Div.)
Executive Officer	Tomomi Yamazaki	Executive Officer
Executive Officer (General Manager of President Office)	Tetsuya Fukushima	Executive Officer (General Manager of President Office)
Executive Officer (Deputy General Manager of Corporate Div.)	Koichi Takahashi	Executive Officer (Deputy General Manager of Corporate Div.)
Executive CO (PC R&D Div.)	Masato Arai	Executive CO (PC R&D Div.)
Executive CO (PS R&D Div.)	Kenichi Tokumura	Executive CO (PS R&D Div.)

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