

October 31, 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 Personnel Change by Our Subsidiary (SEGA CORPORATION)

It is hereby notified that SEGA CORPORATION, a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company") implement personnel changes as described below.

Description

Personnel change (as of November 1, 2014)

New Title	Name	Former Title
Executive Vice President and Representative Director	Haruki Satomi	Director

* Haruki Satomi will be in charge of the structural reform of SEGA CORPORATION

SEGA's New Representative Director's Biography

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
	May 2012	Graduated from MBA, UC Berkeley Haas School of Business
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	Director of Sega of America, Inc.
		Director of Sega Holdings U.S.A., Inc.
	July 2009	Vice President of Digital Business of Sega of America, Inc.
	October 2011	Senior Vice President of Digital Business of Sega of America, Inc.
	November 2011	Joined Sammy NetWorks Co., Ltd. Director
	April 2012	President and Representative Director and CEO of Sammy NetWorks Co., Ltd. (current)
	April 2012	Director of Sega of America, Inc. (current)
	April 2012	Director of Sega Europe Ltd. (current)
	June 2012	Director of SEGA CORPORATION (current)
	June 2012	Executive Vice President of the Company(current)
	July 2012	President, Representative Director, and CEO of SEGA Networks, Ltd. (current)
April 2014	Director of Sammy Corporation (current)	

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