

March 28, 2008

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: Takatoshi Akiba,
Executive Officer
(TEL: 03-6215-9955)

Notice of Dissolution of Subsidiary by the Company's Subsidiary

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company") and SEGA CORPORATION. ("SEGA"), a subsidiary of the Company, have determined to dissolve SEGA's subsidiary, Sega Korea Ltd., as described below:

Description

1. Outline of the subsidiary:

- | | |
|------------------------------|--|
| (1) Company Name: | Sega Korea Ltd. |
| (2) Location of head office: | 4F ISA Bldg, 600-1 Sinsa-Dong, Gangnam-Gu, Seoul, 135-893
Korea |
| (3) Representative: | Yasutaka Sato |
| (4) Business: | Domestic Distribution and Sales of Consumer videogame software
Sales and Rental business of Amusement machines
Operation of Amusement facilities |
| (5) Establishment: | February 12, 2003 |
| (6) Capital: | ₩ 5,276,000,000 |
| (7) Shareholder: | SEGA CORPORATION 100% |
| (8) Schedule of Dissolution: | The date of dissolution is not fixed yet. The liquidation procedure is to be taken promptly after resolution for dissolution at Sega Korea Ltd. |

2. Reason for the dissolution:

We determined this dissolution for global business optimization.

3. Impact on operating results:

The said dissolution will have no significant impact on the Company's consolidated operating results.

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