

(Translation)

September 19, 2006

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi,  
Chairman, President and  
Representative Director

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiry: Michael Masakimi Hotta,  
Executive Officer  
(TEL: 03-6215-9955)

**Notice of Acquisition of Shares of Sanrio Company, Ltd.**

SEGA SAMMY HOLDINGS INC. (Head office: Minato-ku, Tokyo, Chairman, President and Representative Director: Hajime Satomi; hereinafter the "Company") acquired 6,126,900 shares (shareholding ratio: 6.87%) of Sanrio Company, Ltd. (Head office: Shinagawa-ku, Tokyo, President and Representative Director: Shintaro Tsuji; hereinafter "Sanrio") through market trading and filed a report on large shareholders to the Kanto Local Finance Bureau on September 19, 2006.

The Company, as a holding company, controls SEGA CORPORATION, which engages in amusement equipment business, amusement facility business and consumer business, Sammy Corporation, which engages in game machine business, SEGA TOYS, Ltd., which engages in the toy business, Sammy NetWorks Co., Ltd., which engages in the mobile phone content business, and TMS Entertainment Co., Ltd., which engages in the animation business, among others, and the Group as a whole thereby offers entertainment contents in various forms. The Company places a high value on the quality content owned by Sanrio, and believes the stock represents an attractive investment value at current price levels. As described in the report on large shareholders filed on September 19, 2006, the said shares of Sanrio were acquired solely for investment purposes.

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