

(Translation)

November 2, 2007

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 Adjustments to the Forecasts of Whole-Year Operating Results
(Consolidated/Non-Consolidated) for the Year Ending March 31, 2008 of
the Company's Subsidiary (TMS Entertainment, Ltd.)

Notice is hereby given that TMS Entertainment, Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), has made adjustments to the forecasts of its whole-year consolidated and non-consolidated operating results for the year ending March 31, 2008 (from April 1, 2007 to March 31, 2008), which was given at the time of publication of its financial statements on May 9, 2007, as described in the attachment hereto.

The adjustments will have no significant effect on the operating results of the Company and no adjustment will be made to the forecasts of the operating results of the Company.

<Attached material: Press release of TMS Entertainment
"Notice of Adjustments to the Forecasts of Whole-Year Operating Results
(Consolidated/Non-Consolidated) for the Year Ending March 31, 2008">

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(Translation)

November 2, 2007

Dear Sirs,

Name of Company: TMS Entertainment, Ltd.
Name of Representative: Masanori Koga,
President and Representative
Director
Code No: 3585
Listing Exchange: Nagoya Stock Exchange 2nd
Section
Further Inquiry: Katsuhiro Yamada,
Managing Director and Division
Manager, Administration Division
(TEL: 03-5325-9111)

Notice of Adjustments to the Forecasts of Whole-Year Operating Results
(Consolidated/Non-Consolidated) for the Year Ending March 31, 2008

Notice is hereby given that TMS Entertainment, Ltd. (the "Company") has made adjustments to the forecasts of its whole-year operating results for the year ending March 31, 2008 (from April 1, 2007 to March 31, 2008), which was given at the time of publication of its financial statements on May 9, 2007, as described below:

Description

1. Adjustments to the forecast of the whole-year consolidated operating results for the year ending March 31, 2008 (from April 1, 2007 to March 31, 2008):

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	17,430	1,910	1,900	1,000	¥23.50
Adjusted forecast (B)	16,230	1,660	1,700	1,000	¥23.50
Amount of increase or decrease (B-A)	(-) 1,200	(-) 250	(-) 200	-	-
Percent increase or decrease	(-) 6.9%	(-) 13.1%	(-) 10.5%	-	-
(For reference) Operating results for the year ended March 31, 2007	15,592	1,602	1,601	1,386	¥32.57

<Reasons for the adjustments>

Net sales are expected to decrease ¥1,200 million from the previous forecast due to a decrease in the number of theatrical films produced and stagnant overseas sales and sales of merchandising rights in its animation business, as well as a decrease in the number of facilities newly opened in its amusement business.

Due to such decrease in net sales as described above, operating income and ordinary income are expected to decrease ¥250 million and ¥200 million, respectively, from the previous forecast.

Net income, on the other hand, is expected to amount to the previous forecast due to a decrease in loss from disposition of game machines and equipment of its closed facilities, as well as a decrease in income tax expenses based on tax effect accounting.

2. Adjustment to the forecast of the whole-year non-consolidated operating results (from April 1, 2007 to March 31, 2008):

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	17,000	1,820	1,840	960	¥22.56
Adjusted forecast (B)	16,030	1,580	1,650	960	¥22.56
Amount of increase or decrease (B-A)	(-) 970	(-) 240	(-) 190	-	-
Percent increase or decrease	(-) 5.7%	(-) 13.2%	(-) 10.3%	-	-
(For reference) Operating results for the year ended March 31, 2007	15,192	1,508	1,541	1,052	¥24.73

<Reasons for the adjustments>

Due to the same reasons for the adjustments to the forecast of the consolidated operating results, net sales, operating income and ordinary income are expected to decrease ¥970 million, ¥240 million and ¥190 million, respectively, from the previous forecast.

Net income, on the other hand, is expected to amount to the previous forecast due the same reasons for the adjustment to the forecast of the consolidated operating results.

* The above forecasts of operating results are made based on the information available to management as of the date hereof. Actual results may differ from the projected figures due to a variety of factors in the future.

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