

(Translation)

February 26, 2010

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: Koichiro Ueda,  
General Manager of Group  
Communications Office  
(TEL: 03-6215-9955)

Notice of Adjustment to the Forecasts of Full Year Operating Results (Non-Consolidated)  
for the Year Ending March 31, 2010 of the Company's Subsidiary (TAIYO ELEC Co., Ltd.)

Notice is hereby given that TAIYO ELEC Co., Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company") made an announcement on adjustment to the forecasts of its Whole-Year non-consolidated operating results for the year ending March 31, 2010 (from April 1, 2009 to March 31, 2010), which was publicized on October 29, 2009 as described in the attachment hereto.

These events will have no significant effect on the Company's operating results and no adjustment will be made to the forecasts of the Company's operating results.

<<Attached material: Press release of TAIYO ELEC Co., Ltd.  
" Notice of Adjustment to the Forecasts of Full Year Operating Results  
for the Year Ending March 2010 ">>

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(Translation)

February 26, 2010

Dear Sirs,

Name of Company: TAIYO ELEC Co., Ltd.  
Name of Representative: Eriko Sato, President and  
Representative Director  
(JASDAQ, Code No. 6429)  
Further Inquiry: Masahiko Watanabe,  
Executive Officer,  
Administration Division  
(TEL: 052-502-9222)

Notice of Adjustments to the Forecasts of Full Year  
Operating Results for the Year Ending March 2010

Notice is hereby given that TAIYO ELEC Co., Ltd. (the “Company”), in consideration of the recent development of its business performance, has announced that, at the meeting of its Board of Directors held on February 26, 2010, it made an adjustment to the forecast of its full year operating results for the year ending March 31, 2010 (from April 1, 2009 to March 31, 2010) publicized on October 29, 2009.

Description

**1. Adjustment to the forecast of operating results**

- (1) Adjustment to the forecast of operating results for the full year ending March 31, 2010 (from April 1, 2009 to March 31, 2010)

(Unit: million yen except when otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously publicized forecast (A)	34,800	4,300	4,300	2,900	127.85
Adjusted forecast (B)	23,900	3,610	3,600	3,260	143.72
Amount of increase or decrease (B-A)	△10,900	△690	△700	360	—
Rate of increase or decrease (%)	△31.3%	△16.0%	△16.3%	12.4%	—
(For reference) Actual results for the previous year (ended March 31, 2009)	14,307	405	474	410	18.05

**(2) Reason for the adjustment to the forecast of operating results**

In the pachinko machine business, while three series planned to be launched in the

second half were introduced planned, an adjustment was made to the full year pachinko machine sales volume forecast from the previous forecast of 98,000 units to 71,000 units (down 27,000 units from the previous forecast) as a result of the sluggish sales of two previously launched series, “CR Gold Rush” and “CR Hikaru Genji”.

As for the pachislot machine business, of the three series planned to be launched in the second half, the total sales volume of the two that have already been launched, “The Rose of Versailles” and “Blood+,” has been strong. However, the launch of one popular model was postponed to the next fiscal year. As a result, the full year pachislot machine sales volume forecast was adjusted from the previous forecast of 21,000 units to 11,000 units (down 10,000 units from the previous forecast).

Due to the reduced sales volume forecast, full year net sales have been adjusted to 23,900 million yen (down 10,900 million yen from the previous forecast).

In terms of profits, as a result of the decrease in projected sales volume, income will decline significantly. However, we expect the profit margin to improve (ordinary income margin to improve from the previous forecast of 12% to 15%) due to reduced losses for scrapped parts by placing parts orders in adequate quantities and a decrease in unit costs by reviewing parts structures, as well as curtailment of expenses such as advertising expenses and sales commission fees. As a result, full year operating income has been adjusted to 3,610 million yen (down 690million yen from the previous forecast) and ordinary income has been adjusted to 3,600 million yen (down 700 million yen from the previous forecast).

Additionally, in light of the projected results for the current period and changes in results going forward, and as a result of careful review of the potential to recover deferred tax assets, we expect to newly record deferred tax assets and have adjusted net income to 3,260 million yen (up 360 million yen from the previous forecast).

Furthermore, as for the year-end dividend for the fiscal year ending March 2010, there has been no change to the dividend per share of 15 yen announced on October 29, 2009.

<p>This business forecast contains forward-looking statements based on assumptions, outlook and plans as of the date of announcement. Actual results may differ materially from our expectations due to risks and uncertainties regarding changes in economic conditions, market trends and other factors.</p>
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