

(Translation)

March 10, 2010

Dear Sirs,

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

Notice of Judgment on Action (in Favor of Sammy)

Notice is hereby given that with regard to the action for infringement of patents filed by Universal Entertainment Corporation (former trade name: Aruze Corp.) against Sammy Corporation ("Sammy"), a subsidiary of SEGA SAMMY HOLDINGS INC., the Intellectual Property High Court rendered a judgment, as described below:

Description

1. Background of the action upon which the judgment was rendered:

Universal Entertainment Corporation (former trade name: Aruze Corp., hereinafter referred to as "Universal Entertainment"), plaintiff, filed an action against Sammy for the payment of ¥21,000,000,000 in damages as of December 27, 2005, alleging that Sammy's drum-rotating game machines (or pachislot machines) "*Hokuto-no-Ken*" had infringed two of its patent rights (Patent No. 3069092 and Patent No. 3708056). The Tokyo District Court, court of first instance, rendered a judgment dismissing all claims filed by Universal Entertainment on May 22, 2007. Universal Entertainment appealed to the Intellectual Property High Court on June 4, 2007.

2. Date of judgment:

March 10, 2010

3. Content of the judgment:

- (1) The appeal shall be dismissed.
- (2) The costs of the action shall be borne by the appellant.

4. Future prospects

As present, the judgment is not expected to have any effect on the operating results.

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