

June 23, 2011

(Translation)

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, Group Executive
Office and General Manager, Group
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**Notice of the Entertainment Park Business Development
at the Company's Subsidiary (SEGA CORPORATION)**

BBC EARTH AND SEGA TO CREATE GROUNDBREAKING NEW EXPERIENCE

A fusion of nature and cutting edge technology

Notice is hereby given that SEGA CORPORATION, a subsidiary of SEGA SAMMY HOLDINGS INC., has concluded the partnership deal to create a unique visitor experience that will fuse nature with technology to create an entirely new multi-sensory adventure as described in the attachment hereto.

< Attached material: Press release of BBC Worldwide Limited and SEGA CORPORATION >
BBC EARTH AND SEGA TO CREATE GROUNDBREAKING NEW EXPERIENCE

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BBC EARTH AND SEGA TO CREATE GROUNDBREAKING NEW EXPERIENCE

A fusion of nature and cutting edge technology

London, 22 July, 14.00 BST – BBC Earth and SEGA announced today a partnership deal to create a unique visitor experience that will fuse nature with technology to create an entirely new multi-sensory adventure. BBC Earth has consistently led the way in using cutting edge technology to bring premier natural history content to the world. This latest partnership with SEGA takes this idea to a whole new level, leveraging SEGA's expertise in entertainment technology to create an entirely new visitor experience.

The experience, set to open in Japan and the US over the next two years, will create a unique 4,000 sqm multi-level space where visitors will have an unforgettable encounter with Mother Nature –supercharged. Visitors will undertake an individual adventure using their eyes, ears, hands and minds to explore the wonders of the natural world.

“I am very happy that we have been able to join together with BBC Worldwide who possess one of the world’s finest libraries of Natural History footage. I am confident that by fusing this fabulous content with our entertainment know-how, we can deliver a new and thoroughly unique experience of the natural world. Through the universal theme of nature, SEGA will create a new live entertainment experience that will be enjoyed by all nationalities, ages and genders” said Okitane Usui, SEGA Corporation’s COO.

Marcus Arthur, Managing Director, Global Brands for BBC Worldwide said: *“The BBC is famous around the world for the quality of its natural history film-making and the BBC Earth brand is all about providing international audiences with new ways to experience and enjoy it. This is one of the most innovative ventures we have embarked upon to date. Harnessing SEGA’s imaginative*

approach to technology, our aim is to create an incredible sensory experience, a supercharged journey through nature that will inspire, educate and entertain in equal measure.”

The exact locations of the US and Japanese visitor sites will be confirmed in the coming months, along with further details of the encounter’s unique content. It is envisaged that other licensed international locations for the experience will follow.

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NOTES TO EDITORS

About SEGA Corporation

SEGA Corporation is a leader in the development, production and sales of amusement machines; design, development, and operation of entertainment facilities; and producer of consumer game software for the PC, console and mobile markets. These 3 pillars provide the foundation for Sega’s businesses around the world.

Since establishment in 1960, SEGA has led the industry with multiple “firsts”, and with its broad set of core competencies has been able to continue its leadership through development of unique products and services.

Sega’s Facility Business

From local amusement arcades, to entertainment facilities for the family, and the ever popular Tokyo Joypolis indoor theme park, Sega has rolled out a large variety of concepts internationally.

Additionally, in December 2009 the licensed facility Sega Republic opened at The Dubai Mall in the United Arab Emirates. SEGA will continue to strive to create a diverse variety of places and formats where people can communicate through recreational play.

About BBC Earth

BBC Earth is the global brand for all the BBC’s natural history content spanning the last 50 years. The BBC is the largest producer of natural history programming in the world and the BBC Earth

brand highlights the vast scale of incredible content which is produced in this genre. Visible across all platforms; TV, DVD, licensing and digital, BBC Earth encourages engagement with current as well as classic programs such as Planet Earth and The Blue Planet. BBC Earth branding is only visible in the UK on commercial products, internationally the BBC Earth brand will appear across all platforms, including TV programmes. BBC Earth is from BBC Worldwide the main commercial arm and a wholly-owned subsidiary of the British Broadcasting Corporation (BBC).

About BBC Worldwide

BBC Worldwide Limited is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to maximise the value of the BBC's assets for the benefit of the licence fee payer and invest in public service programming in return for rights. The company has six core businesses: Channels, Content & Production, Sales & Distribution, BBC Magazines, Consumer Products (including DVD publisher 2 entertain) and Brands, Consumers & New Ventures, with digital ventures incorporated into each business area. In 2009/10, BBC Worldwide generated profits of £145 million (operating profit before specific items) on sales of £1074 million (including Group revenue and the Group's share of joint-ventures' revenue).

BBC Worldwide was awarded with the Queen's Award for Enterprise in April 2009. This prestigious award for International Trade recognised the company's substantial growth in overseas earnings and its commercial success at outstanding levels, based on 3 years' trading results, which benefit the UK creative industries and ultimately the licence fee payer.

For more information please visit www.bbcworldwide.com or follow us at twitter.com/bbcwpress.