

(Translation)

March 1, 2012

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.
 Name of Representative: Hajime Satomi,
 Chairman of the Board and
 Chief Executive Officer
 (Code No. 6460, Tokyo Stock Exchange 1st Section)
 Further Inquiry: Koichiro Ueda,
 General Manager of Group
 Executive Office and Group
 Communications Office
 (TEL: 03-6215-9955)

Notice Regarding Purchase of Shares of Untraceable Shareholders

SEGA SAMMY HOLDINGS INC. (the "Company") makes the announcement as described below: based on the announcement made on November 4, 2011 regarding sale of shares of untraceable shareholders, the Company has purchased the shares of untraceable shareholders in accordance with Article 197, paragraph 3 and 4 of the Companies Act of Japan, and the resolution to purchase such shares made at the Board of Directors' meeting held on February 29, 2012.

Description

- | | |
|-------------------------------------|---|
| 1. Total number of purchased shares | Common stock of the Company
24,435 shares |
| 2. Date of purchase | March 1, 2012 |
| 3. Purchase price per share | 1,577 yen
* The closing price of the common stock of the Company
at the Tokyo Stock Exchange on February 28, 2012 |
| 4. Total amount of the purchases | 38,533,995 yen |

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