

March 26, 2012

SEGA SAMMY HOLDINGS INC.

(For Press Release)

Notice of Completion of Acquisition of Shares in Phoenix Resort K.K.

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (Headquarters: Minato-ku, Tokyo; Hajime Satomi, Chairman of the Board and Chief Executive Officer) has completed acquisition of all shares of Phoenix Resort K.K. ("PSR") and made PSR into a wholly owned subsidiary in accordance with the share purchase agreement with RHJ International S.A. ("RHJI") entered on February 22, 2012.

Through this acquisition, PSR will operate the Phoenix Seagaia Resort, a resort complex, as our subsidiary.

■ Outline of Phoenix Resort K.K.

(1) Trade name	Phoenix Resort K.K.
(2) Location	3083 Aza Hamayama, O-Aza Shioji, Miyazaki-shi, Miyazaki
(3) Representative	Kazuhiko Kawamoto (President and Representative Executive Officer)
(4) Content of business	Operation of resort facilities, including hotels, spas, golf courses, restaurants and international conference halls
(5) Capital	93.38 million yen
(6) Established	December 27, 1988
(7) Number of employees	992 (consolidated, as of March 31, 2011)

■ All corporate names are trademarks or registered trademarks of the respective companies.