

(Translation)

July 10, 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: Seiji Shintani,
 Executive Officer
 General Manager of Group
 Executive Office and Group
 Communications Office
 (TEL: 03-6215-9955)

Notice Regarding Acquisition of Treasury Stocks
 (Based on Articles of Incorporation Pursuant to Article 165 Paragraph 2 of the Companies Act of Japan)

SEGA SAMMY HOLDINGS INC. (the "Company") announced that it has acquired treasury stocks in accordance with the resolution of the Board of Directors' meeting held on May 31, 2012 concerning acquisition of treasury stocks pursuant to the provisions of Article 165 Paragraph 3 of the Companies Act of Japan by replacing the provisions stipulated in Article 156 of the same law, as described below.

(1) Acquisition period	From June 7, 2012 through June 30, 2012 (execution basis)
(2) Total number of shares acquired	4,063,700 shares
(3) Total acquisition costs	6,302,325,800 yen
(4) Method of acquisition	Purchase in the market through a trust bank

(Reference) Details of Board of Directors resolution about acquisition on May 31, 2012

(1) Type of shares to be acquired	Common shares of the Company
(2) Total number of shares to be acquired	10,000,000 shares (upper limit) (Ratio to total number of issued and outstanding shares (excluding treasury stocks): 3.98%)
(3) Total acquisition costs	17 billion yen (upper limit)
(4) Acquisition period	From June 7, 2012 through September 28, 2012
(5) Progress	(As of June 30, 2012) • Total number of shares acquired 4,063,700 shares • Total acquisition costs 6,302,325,800 yen

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