

(Translation)

August 8, 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 Results and Completion of 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.

The Company additionally announced the completion of acquisition of treasury stocks, which was undertaken following the resolution by the Board of Directors as of May 31, 2012.

(1) Acquisition period	From July 1, 2012 through July 31, 2012 (execution basis)
(2) Total number of shares acquired	5,936,300 shares
(3) Total acquisition costs	9,875,908,000 yen
(4) Method of acquisition	Purchase in the market through a trust bank

(Reference)

1. 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 shares outstanding (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

2. Cumulative total of acquired shares based on the above-mentioned resolution (As of August 8, 2012)

(1) Progress	<ul style="list-style-type: none"> <li>• Total number of shares acquired 10,000,000 shares</li> <li>• Total acquisition costs 16,178,233,800 yen</li> </ul>
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