

(Translation)

January 4, 2013

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

Notice Regarding Development of Complex in Busan Metropolitan City, South Korea

Notice is hereby given that SEGA SAMMY Group (the "Group") won the public bid for the development plan of "Centum City," a cutting-edge complex city equipped with functions such as information, communication, video, entertainment and international business, held by the Busan Metropolitan City, South Korea as described below.

Description

1. Purpose

The Group aims to enter into the resort complex and casino business based on its wide-ranging knowledge and abundant experience in entertainment. The purpose of this project is to accumulate further know-how on the development and operation of resort complexes, following making Phoenix Resort K.K., the operator of "Phoenix Seagaia Resort" facilities in Japan, a subsidiary and the joint development of a resort complex with the Paradise Group at International Business Center owned by the Incheon International Airport Corporation.

2. Overview of Complex Development Plan at Centum City, Busan Metropolitan City, South Korea

Name of developer	Sega Sammy Busan (tentative)
Site (planned)	1502 U-dong, Haeundae-gu, Busan Metropolitan City, South Korea
Business description	Development of a complex comprised of hotel, entertainment facilities, commercial facilities, etc.
Site area	9,911.20 m <sup>2</sup>
Total floor space	148,879.34 m <sup>2</sup>
Investment amount	391.5 billion KRW (amount for land acquisition: 119.3 billion KRW, assumed investment amount for buildings: 272.2 billion KRW)

3. Schedule

January 3, 2013	Announcement of public bidding result
April 2013	Conclusion of site sales contract (planned)
October 2013	Construction start (planned)
June 2016	Construction complete (planned)
September 2016	Opening (plan)

#### 4. Future outlook

This event will have no significant impact on the consolidated results in the current period. In the event that it is determined that the development will have a significant impact on the business results in the next period or after, it will be publicized promptly.

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