

(Translation)

January 25, 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 of SEGA's Acquisition of Relic Entertainment and some IPs owned by THQ Inc.

SEGA Corporation, a subsidiaries of SEGA SAMMY HOLDINGS INC. acquired all of shares of THQ Canada Inc. (Headquarters: Vancouver, Canada, "THQ Canada") and some IPs owned by THQ Inc., a parent company of THQ Canada on January 24, 2013 in order to further reinforce PC game development capabilities in the U.S. and European regions. THQ Canada has developed million-seller franchise titles such as "Warhammer 40k Dawn of War" and "Company of Heroes" under the brand of Relic Entertainment Studio.

For further information, please refer to SEGA's press release.

Attached material: Press Release of SEGA Corporation

"Notice of SEGA's Acquisition of Relic Entertainment and some IPs owned by THQ Inc."



- NEWS RELEASE -

SEGA-SAMMY
GROUP

January 25, 2013
SEGA Corporation

**Notice of SEGA's Acquisition of Relic Entertainment
and some IPs owned by THQ Inc.**

SEGA Corporation (Headquarters: Tokyo, President, Representative Director, and Chief Operating Officer: Naoya Tsurumi, "SEGA") acquired all of shares of THQ Canada Inc. (Headquarters: Vancouver, Canada, "THQ Canada") and some IPs owned by THQ Inc., a parent company of THQ Canada on January 24, 2013 in order to further reinforce PC game development capabilities in the U.S. and European regions. THQ Canada has developed million-seller franchise titles such as "Warhammer 40k Dawn of War" and "Company of Heroes" under the brand of Relic Entertainment Studio.

Relic Entertainment was established in 1997 and acquired by THQ Canada in 2004. THQ Canada have been known familiarly as Relic Entertainment since the acquisition and provided a number of high quality games equipped with graphics equal in quality to movies and rich strategic game features mainly for the PC market in the U.S. and European regions. THQ Canada provides several million seller franchise titles, and its representative products include the "Warhammer 40k Dawn of War" series. As a series Warhammer 40k Dawn of War has sold more than 7 million copies worldwide, whilst the "Company of Heroes" series, a real time strategy game based on the modern history of warfare from World War II and after, has sold more than 4 million copies worldwide.

SEGA already owns three development companies in the U.S. and Europe, and is progressing to support compatibility with the rapidly expanding online games field, such as PC online games, smartphone games and social games. As a result of the THQ Canada acquisition, SEGA will further advance the provision of various appealing entertainment contents by utilizing THQ Canada's high-end content development capabilities and accumulated development know-how, and increase SEGA's presence in the PC online game market.

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