

(Translation)

February 8<sup>th</sup>, 2013

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

Notice of Sammy NetWork's Acquisition of Shares of Butterfly Corporation

Sammy NetWorks Co., Ltd, a subsidiary of SEGA SAMMY HOLDINGS INC., acquired the shares of Butterfly Corporation, which develops pachislot and pachinko hall style mobile online service "Moba7" and other online games for "mobage" operated by DeNA Co., Ltd., and made the company into a subsidiary.

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

Attached material: Press Release of Sammy NetWorks Co., Ltd.  
"Notice of Acquisition of Shares in Butterfly Corporation"

## NEWS RELEASE

February 8, 2013  
Sammy NetWorks Co., Ltd

### Notice of Acquisition of Shares in Butterfly Corporation

Notice is hereby given that Sammy NetWorks Co., Ltd (Headquarters: Minato-ku, Tokyo; Haruki Satomi, President and CEO, "Sammy NetWorks") has acquired the shares (acquisition ratio: 75.8%) of Butterfly Corporation (Headquarters: Shinjuku-ku, Tokyo; Takayuki Kawagoe, President, "Butterfly").

In addition, it is hereby notified that three directors, including the President, from Sammy NetWork have been appointed as of February 8, 2013.

Butterfly develops many services such as comprehensive pachinko and pachislot portal service "Moba7" and other social games for "Mobage" operated by DeNA Co., Ltd.

"Moba7" is the only comprehensive pachinko and pachislot portal service within "Mobage," and allows applications that simulate actual pachinko and pachislot machines in a virtual online hall to be conveniently enjoyed at any time on feature phones and smartphones. In addition, it currently has over 5 million members as it has steadily expanded the number of members since its service launch in November 2009 by adding new applications and holding events, etc., as needed to gather the support from pachinko and pachislot fans all over the nation.

From this cooperation, Sammy NetWorks will manage and coordinate both Sammy NetWorks' strength "services for monthly-fee type core users" and Butterfly's strength "services for free and pay-per-use type casual users." In addition, we will aim to provide services that can be enjoyed by a wide variety of users in social games not only for "Moba7" but in social games as well.

#### ◆ Company Outline

##### Butterfly Corporation

Location SHINJUKU SQUARE Bldg. 7F, 27-56 Shinjuku 6-chome, Shinjuku-ku, Tokyo 160-0022

Established: February 2007

##### Directors

and Auditors: Chairman

Haruki Satomi

President

Takayuki Kawagoe

Executive Vice President

Takayuki Ito

Executive Vice President

Atsushi Kitagawa

Director

Taro Oyama

Auditor

Yoshiaki Seino

Auditor

Yoshitaka Kawamura

Businesses: Planning, developing, managing and entrustment of game related contents for mobile phones, computers and smart devices.

Shareholders: Sammy NetWorks Co., Ltd (75.8%)

DeNA Co., Ltd.

TECMO KOEI HOLDINGS Co., Ltd

D2C Inc.

GENDAI AGENCY Inc.