

(Translation)

July 4, 2005

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi,  
Chairman, President and  
Representative Director

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiry: Michael Masakimi Hotta,  
Executive Officer  
(TEL: 03-6215-9955)

Notice of Completion of Acquisition by the Company of its Own Shares

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company") has completed the acquisition of its own shares pursuant to the resolution adopted at the meeting of its Board of Directors held on June 30, 2005, as described below:

Description

1. Total number of shares acquired: 10,989,658 shares
2. Aggregate acquisition prices: ¥76,158,329,940

(For reference) Particulars of the resolution for the acquisition by the Company of its own shares (June 30, 2005)

- (1) Class of shares to be acquired: Shares of common stock of the Company
- (2) Total number of shares to be acquired: 10,989,658 shares  
(Ratio thereof to the total number of issued shares: 7.8%)
- (3) Acquisition price: Closing price on the market established by the Tokyo Stock Exchange as of July 1, 2005
- (4) Assignor: Sammy Corporation
- (5) Method of acquisition: Negotiated transaction by concluding a stock sales contract
- (6) Date of acquisition: July 4, 2005

- END -