

(Translation)

July 29, 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 Determination of Paid-in Amount, Etc.
Concerning Stock Options (Stock Acquisition Rights)

Notice is hereby given that with regard to the stock acquisition rights to be issued as stock options pursuant to the provisions of Article 280-20 and Article 280-21 of the Commercial Code of Japan as approved at the 1st Ordinary General Meeting of Shareholders of SEGA SAMMY HOLDINGS INC. (the "Company") and resolved at the meeting of its Board of Directors held on June 30, 2005, the specific details of issuance, the amount to be paid in upon exercise of the stock acquisition rights and other terms have been determined, as described below:

Description

- (1) Date of issuance of stock acquisition rights:
July 29, 2005
- (2) Total number of stock acquisition rights to be issued:
12,670 rights
- (3) Issue price of a stock acquisition right:
Free of charge
- (4) Class and number of shares to be issued or transferred upon exercise of stock acquisition rights:
1,267,000 shares of common stock of the Company (number of shares to be issued or transferred for each stock acquisition right: 100 shares)
- (5) Amount to be paid in upon exercise of stock acquisition rights:
¥694,000 per stock acquisition right (¥6,940 per share)
- (6) Total amount of issue prices of shares to be issued upon exercise of stock acquisition rights:

¥8,792,980,000

- (7) Exercise period of the stock acquisition rights:
July 31, 2007 through July 30, 2009.
- (8) Terms and conditions of the exercise of stock acquisition rights:
- (i) Any grantee of the stock acquisition rights shall remain in office as Director, Corporate Auditor, Executive Officer, Advisor or employee of the Company or director, corporate officer, executive officer, advisor or employee of its subsidiaries when he/she exercises the stock acquisition rights, unless he/she leaves office pursuant to law, due to the expiration of the term of office, his/her mandatory retirement age or a transfer to another company within the Group or for any other reason on the part of the Company.
 - (ii) If any grantee of the stock acquisition rights dies, any statutory heir to him/her may succeed to and exercise only the stock acquisition rights that remain unexercised then.
 - (iii) No stock acquisition right may be assigned or offered as collateral to any party other than a statutory heir to any grantee of the stock acquisition rights.
 - (iv) Any other term and condition of the exercise of the stock acquisition rights shall be stipulated in a "contract of granting stock acquisition rights" to be entered into between the Company and the grantees of the stock acquisition rights.
- (9) Amount to be transferred to capital when the shares are issued upon exercise of the stock acquisition rights:
¥3,470 per share
- (10) Matter concerning a transfer of the stock acquisition rights:
Any transfer of the stock acquisition rights shall be subject to the approval of the Board of Directors.
- (11) Number of qualified grantees and the breakdown:
Employees of the Company and its subsidiaries, totaling 944 qualified grantees

<For reference>

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| (1) Date of resolution of the Board of Directors for the proposition to be submitted to the Ordinary General Meeting of Shareholders: | May 13, 2005 |
| (2) Date of resolution of the Ordinary General Meeting of Shareholders: | June 24, 2005 |
| (3) Date of resolution of the Board of Directors for the issuance: | June 30, 2005 |

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