

(Translation)

February 10, 2006

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 as resolved at the meeting of its Board of Directors held on February 9, 2006, as described below:

Description

1. Total number of shares acquired: 9,033,710 shares
2. Aggregate acquisition prices: JPY 39,748,324,000

(For reference) Particulars of the resolution for the acquisition by the Company of its own shares (February 9, 2006)

- (1) Class of shares to be acquired: Shares of common stock of the Company
- (2) Total number of shares to be acquired: 9,033,710 shares
(Ratio thereof to the total number of issued shares: 3.19%)
- (3) Acquisition price: Closing price on the market established by the Tokyo Stock Exchange as of February 9, 2006
- (4) Aggregate acquisition prices: JPY 39,748,324,000
- (5) Assignor: SEGA CORPORATION
- (6) Method of acquisition: Negotiated transaction by concluding a stock sales contract
- (7) Date of acquisition: February 9, 2006

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