

(Translation)

November 10, 2004

Dear Sirs,

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: Koichi Fukazawa,  
Executive Officer  
(TEL: 03-6215-9955)

Notice of Adjustment to the Forecast of Operating Results  
of SEGA SAMMY HOLDINGS INC.

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company") has made amendment to the forecast of operating results for the year ending March 31, 2005 (from April 1, 2004 to March 31, 2005) publicized on October 1, 2004, to reflect the amendment to the forecasts of operating results of its subsidiary Sammy Corporation (President and Representative Director: Kenkichi Yoshida, "Sammy") for the whole-year period of the year ending March 31, 2005 (from April 1, 2004 to March 31, 2005) resolved by Sammy at the extraordinary meeting of its board of directors held today, as described below:

Description

1. Adjustment to the forecast of operating results for the year ending March 31, 2005 (from April 1, 2004 to March 31, 2005):

- (1) Consolidated operating results:

(million yen)

	Net Sales	Ordinary Income	Net Income
Previous forecast (A)	520,000	92,000	47,500
Adjusted forecast (B)	528,000	94,000	53,500
Amount of increase or decrease (B-A)	8,000	2,000	6,000
Rate of increase or decrease	1.5%	2.2%	12.6%

(2) Non-consolidated operating results:

No adjustment has been made to the forecast of non-consolidated operating results.

3. Reasons for the adjustment:

Sammy has made adjustment to the forecasts of its interim and whole-year operating results as sales of pachislot machines "Hokuto No Ken", among other things, increased favorably. Accordingly, the Company has also made amendment to the forecast of consolidated operating results for the whole-year period of the year ending March 31, 2005 (from April 1, 2004 to March 31, 2005).

[Notice on the forecast of operating results]

The projected figures in the above forecast of operating results are calculated based on the information available to management as of the date of publication hereof. You should be aware that actual results may differ from the forecast described above for a variety of factors in the future.

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