

(Translation)

August 1, 2011

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

Notice of Acquisition of Treasury Stocks (Based on Articles of Incorporation Pursuant to
 Article 165 Paragraph 2 of the Companies Act of Japan)

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on August 1, 2011, resolved that the Company would acquire treasury stocks pursuant to the provisions of Article 165 Paragraph 3 of the Companies Act of Japan by replacing the provisions stipulated in Article 156 of the same law, as described below.

Description

1. Reasons for the acquisition of treasury stocks

The acquisition of treasury stocks will be conducted in an aim to enhance capital efficiency and prepare for strategic capital policies.

2. Details of the acquisition of treasury stocks

- (1) Type of shares to be acquired: Common shares
- (2) Total number of shares to be acquired: 5,000,000 shares (upper limit)
 (Ratio to total number of issued and outstanding shares (excluding treasury stocks):
 1.99%)
- (3) Total acquisition costs: 10 billion yen (upper limit)
- (4) Acquisition period: From August 1, 2011 through October 31, 2011

(Reference) Number of treasury stocks held as of June 30, 2011

Total number of issued and outstanding shares (excluding treasury stocks):

251,721,741 shares

Total number of treasury stocks: 14,507,735 shares

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