

(Translation)

September 24, 2010

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
Communications Office
(TEL: 03-6215-9955)

Notice of Adjustment to the Forecasts of First-Half Operating Results for the
Year Ending March 31, 2011 of the Company's Subsidiary (TAIYO ELEC Co., Ltd.)

Notice is hereby given that TAIYO ELEC CO., LTD., a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), has announced an adjustment to the forecasts of its first-half operating results for the year ending March 31, 2011 (from April 1, 2010 to March 31, 2011), which was publicized on May 11, 2010, as described in the attachment hereto.

Furthermore, the Company's first-half consolidated operating results and forecasts of full-year consolidated operating results are currently being reviewed, and the Company will promptly publicize any changes should they arise.

<<Attached material: Press release of TAIYO ELEC Co., Ltd.

"Notice of Adjustment to the Forecasts of First-Half Operating Results for the
Year Ending March 31, 2011">>

- END -



(Translation)

September 24, 2010

Dear Sirs,

Name of Company: TAIYO ELEC Co., Ltd.
Name of Representative: Eriko Sato, President and Representative Director
(JASDAQ, Code No. 6429)
Further Inquiry: Nobuhiko Watanabe
Executive Officer,
Administration Division
(TEL: 052-502-9222)

**Notice of Adjustment to the Forecasts of First-Half
Operating Results for the Year Ending March 31, 2011**

Notice is hereby given that TAIYO ELEC CO., LTD. (the "Company"), in consideration of the recent development of its business performance, has announced an adjustment to the forecasts of its first-half operating results for the year ending March 31, 2011 (from April 1, 2010 to March 31, 2011) publicized on May 11, 2010.

Description

1. Adjustment to the forecast of first-half operating results

- (1) Adjustment to the forecast of operating results for the first half ending September 30, 2011 (from April 1, 2010 to September 30, 2010)

(Unit: million yen except when otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously publicized forecast (A)	18,050	1,630	1,640	950	41.88
Adjusted forecast (B)	21,100	3,900	3,910	2,300	101.40
Amount of increase or decrease (B-A)	3,050	2,270	2,270	1,350	—
Rate of increase or decrease (%)	16.9%	139.3%	138.4%	142.1%	—
(For reference) Actual results for the previous year (ended March 31, 2010)	15,346	3,025	3,023	2,382	105.06

- (2) Reason for the adjustment to the forecast of operating results

In the pachinko machine business, while three series were initially planned to be launched, we strategically held back one of the series for the third quarter.

As a result, taking into account actual sales results for "CR Shin Honnoujinohe

~Yumemaboroshi no Gotoku~,” which was launched in the previous fiscal year, “CR Cinderella Boy 2,” which was launched in the first quarter, as well as the present status of orders for “CR Full Metal Panic! TSR,” for which sales activities are currently being conducted, the first-half pachinko machine sales volume forecast for the two series is now approximately 28,000 units (down by about 11,000 units from the initial forecast).

As for the pachislot machine business, although two machine types were initially planned to be launched in the first half, we decided to focus on the launch of only one machine type, “Ring ni Kakero -Golden Japan Jr. Series-,” this fiscal year’s mainstay title for which sales activities are currently being conducted. The status of orders is favorable, and so the first-half pachislot machine sales forecast for this machine type is now approximately 35,000 units (up by about 10,000 units from the initial forecast).

As a result of the above, the total sales volume of pachinko and pachislot machines combined in the first half is projected to be approximately 63,000 units (down by about 1,000 units from the initial forecast), and net sales is estimated at 21.1 billion yen (up 3.05 billion yen from the initial forecast).

In terms of profit, despite total unit sales of pachinko and pachislot machines falling below initial projections by about 1,000 units, forecasts now greatly surpass initial forecasts as a result of increased selling prices through a sales strategy that is responsive to changes in the market environment, as well as a continued reduction in parts costs along with efforts to streamline overhead expenses. Operating income is projected to be 3.9 billion yen (up 2.27 billion yen from the initial forecast), ordinary income is projected to be 3.91 billion yen (up 2.27 billion yen from the initial forecast), and net income is expected to be 2.3 billion yen (up 1.35 billion yen from the initial forecast).

Furthermore, regarding forecasts of full-year operating results for the year ending March 31, 2011, the Company is conducting a review of sales models and sales strategy in the third quarter in consideration of future market conditions and the status of progress in our development of models. We will promptly publicize new forecasts as soon as they are determined.

* This business forecast contains forward-looking statements based on assumptions, outlook and plans as of the date of announcement. Actual results may differ materially from our expectations due to risks and uncertainties regarding changes in economic conditions, market trends and other factors.

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