

(Translation)

December 8, 2009

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.
Name of Representative: Hajime Satomi,
Chairman, President and
Representative Director (CEO)
(Code No. 6460, Tokyo Stock Exchange 1st Section)
Further Inquiry: Koichiro Ueda,
General Manager of Group
Communications Office
(TEL: 03-6215-9955)

Notice of Acquisition of Shares in GINZA Corporation and
GINZA Corporation Becoming a Subsidiary

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the “Company”) and its subsidiary, Sammy Corporation (President and COO: Keishi Nakayama, Headquarters: Toshima-ku, Tokyo; hereafter “Sammy”), at the respective meetings of their Board of Directors held on December 8, 2009, have resolved to acquire all of the issued shares of GINZA Corporation (President and Representative Director: Tsuguhiro Ito, Headquarters: Seto City, Aichi Prefecture; hereafter “GINZA”), making it a wholly-owned subsidiary of Sammy, as described below..

Description

1. Purpose of the share acquisition

Due to the sale of major Sammy brand titles for both pachinko and pachislot machines during the fiscal year ending March 2010, a large-scale year-on-year increase in sales and profits is projected for the pachinko and pachislot businesses. Furthermore, the development of several big titles, which we plan to sell in the fiscal year ending March 2011, is steadily progressing, and we are achieving positive results for improved profits in the pachinko and pachislot businesses centered on the Sammy brand.

Aiming to further expand profits in the pachinko and pachislot businesses, Sammy will promote the development of multi-brands through the cooperation of the subsidiaries TAIYO ELEC Co., Ltd. and RODEO Co., Ltd. while continuing to strengthen the Sammy brand. Amid such a situation, Sammy has obtained management authority of GINZA through the acquisition of all of GINZA's issued shares. We will position GINZA, which undertakes the development, manufacture and sale of pachinko and pachislot machines, as strategic brand that will contribute to development of multi-brands.

2. Outline of GINZA Corporation (as of December 1, 2009)

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|------|--|---|---|
| (1) | Trade name | GINZA Corporation | |
| (2) | Location | 43-436, Yamanotacho, Seto City, Aichi Prefecture | |
| (3) | Name/position of representative | Tsuguhiro Ito, President and Representative Director | |
| (4) | Contents of business | Development, manufacture and sale of pachinko machines and pachislot machines | |
| (5) | Capital | ¥10 million | |
| (6) | Establishment | October 27, 1971 | |
| (7) | Number of employees | 41 people | |
| (8) | Total number of issued shares | 200 shares | |
| (9) | Principal shareholder and shareholding ratio | Tsuguhiro Ito: 200 shares (100%) | |
| (10) | Relationship with the concerned company | Capital relationship | There is no significant capital relationship. |
| | | Personnel relationship | There is no significant personnel relationship. |
| | | Business relationship | Sammy has been commissioned with the development of the concerned company's products. |
| (11) | Operating results for recent business years | | |

(Unit: thousand yen)	Year ended March 31, 2007	Year ended March 31, 2008	Year ended March 31, 2009
Net Sales	12,475,162	29,232,832	17,952,522
Operating Income	42,712	306,204	619,735
Ordinary Income	15,886	293,708	590,802
Net Income	12,464	(302,922)	543,143
Net Assets	(57,867)	(360,789)	182,354
Total Assets	10,620,677	6,995,505	12,873,583

3. Seller of shares

Tsuguhiro Ito: 200 shares

4. Number of shares to be acquired and number of shares held before and after the acquisition

Number of shares before the acquisition	0 shares (Shareholding ratio: 0%)
Number of shares to be acquired	200 shares
Number of shares after the acquisition	200 shares (Shareholding ratio: 100%)

5. Schedule

December 8, 2009	Resolution of the Board of Directors
December 8, 2009	Conclusion of the Share Transfer Agreement
December 8, 2009	Effective date for the share transfer

6. Impact on operating results

The acquisition will have no significant impact on the whole-year operating results of the Company for the current period, and no adjustments will be made to the forecasts of the Company's operating results.

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