

(Translation)

May 13, 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, Group Executive  
Office and General Manager, Group  
Communications Office  
(TEL: 03-6215-9955)

Notice of Abolition of Officers' Retirement Special Service Bonus Plan

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on May 13, 2009, adopted a resolution to abolish its Officers' Retirement Special Service Bonus Plan, as described below:

Description

1. Purpose of the abolition of the plan:

The Company intends to abolish the Officers' Retirement Special Service Bonus Plan, which bears a strong element of deferred payments of remuneration, and shift to a remuneration system more linked to the Company's and individuals' performances.

2. Date of the abolition of the plan:

The plan will be abolished at the close of the 5th Ordinary General Meeting of Shareholders of the Company scheduled to be held on June 18, 2009.

3. Payments upon the abolition of the plan:

The Company will submit to the 5th Ordinary General Meetings of Shareholders a proposition for payments of retirement special service bonuses to the Directors and Corporate Auditors who are expected to be reelected thereat according to their lengths of service upon the abolition of the plan. The payments of such retirement special service bonuses shall be made when the relevant Directors and Corporate Auditors retire from office, respectively.

4. Impact on business results:

The Company has provided an amount as an allowance for officers' retirement special service bonuses, estimated to accrue at the end of each fiscal year, based on its specified rules. Hence, the abolition of the plan will have no impact on its business results.

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