

(Translation)

April 15, 2010

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 Adjustment to the Forecast of Whole-Year  
Consolidated Operating Results for the Year Ending March 31, 2010

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the "Company"), in consideration of the recent development of its business performance, has made an adjustment to the forecast of its whole-year consolidated operating results for the year ending March 31, 2010 publicized on May 13, 2009 as described below:

Description

Adjustment to the forecast of whole-year consolidated operating results for the year ending March 31, 2010 (from April 1, 2009 to March 31, 2010):

(million yen except when otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously publicized forecast (A)	420,000	27,000	26,000	15,000	59.54
Adjusted forecast (B)	380,000	35,000	34,500	18,000	71.45
Amount of increase or decrease (B-A)	(40,000)	8,000	8,500	3,000	—
Rate of increase or decrease (%)	(9.5%)	29.6%	32.7%	20.0%	—
(For reference) Operating results for the previous year ended March 31, 2009	429,194	8,363	6,636	(22,882)	(90.83)

<<Reasons for the adjustment>>

Due to such factors as the postponement of sales of several machines in the pachislot and pachinko machine business, the pachislot machine sales volume is forecast at 160,000 units as opposed to the initially planned 180,000 units, while the pachinko machine sales volume is forecast at 350,000 units against the initially planned 450,000 units. In the consumer business, sales has been weak in overseas markets, and thus we expect the game software sales volume to be 26.3 million units against the initially planned 29.7 million units. As a result of the above, whole-year consolidated net sales is projected to be 380 billion yen, a decrease of 40 billion yen from the previously publicized forecast.

While the primary factors of stagnant game software sales in North America as well as slumping amusement facilities operations led to lower-than-expected income in the consumer business and amusement facilities business, income is projected to be higher than previously publicized, due to improved profit margins in the pachislot and pachinko machine business and amusement machine business.

The profit margin of the pachislot and pachinko machine business has improved, due to such factors as sales of high margin Sammy brand pachislot machines, an increase in the board sales ratio of pachinko machines, a reduction in parts procurement and advertising costs and a review of pricing strategy. The profit margin of the amusement machine business is also improving, due to the business' contribution to revenues surpassing projections as a result of the high utilization of titles sold through the revenue sharing model as well as the strong sales of CVT kits for mainstay titles. As a result of the above, the Company expects to report operating income of 35 billion yen (up 8 billion yen from the previously publicized forecast), ordinary income of 34.5 billion yen (up 8.5 billion yen from the previously publicized forecast) and net income of 18 billion yen (up 3 billion yen from the previously publicized forecast). In addition, no adjustment has been made to the forecast dividend for the year ending March 31, 2010.

Furthermore, as publicized today in the separate release entitled "Notice of Inappropriate Transactions by Former Employee of the Company's Subsidiary (SEGATOYS Co., Ltd.)," it has become clear that a former employee of SEGATOYS Co., Ltd. conducted multiple inappropriate transactions. The Taskforce on Inappropriate Transactions Conducted by Former Employee of SEGATOYS Co., Ltd. has found that, as of the present, this matter has resulted in an estimated amount of approximately 500 million yen in unrecognized accounts payable liabilities, and is currently examining whether this will have any effect on the Company's consolidated operating results. Thus, this matter has not been factored into the abovementioned adjustment to the forecast of consolidated operating results. The company will announce the amount of this effect as soon as it becomes clear.

- \* The above forecasts of operating results are made based on information available to management as of the date hereof. Actual results may differ from the projected figures due to various factors in the future.

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