

(Translation)

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

Notice of Adjustment to the Forecast of  
Whole-Year Consolidated Operating Results for the Year Ended March 31, 2009

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the "Company"), in consideration of the recent development of its business performance, has made adjustment to the forecast of its whole-year consolidated operating results for the year ended March 31, 2009 publicized on February 10, 2009, as described below:

Description

Adjustment to the forecast of whole-year consolidated operating results for the year ended March 31, 2009 (from April 1, 2008 to March 31, 2009):

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously publicized forecast (A)	435,000	2,500	500	(21,500)	(85.34)
Adjusted forecast (B)	429,100	8,300	6,600	(22,800)	(90.50)
Amount of increase or decrease (B-A)	(-)5,900	5,800	6,100	(-)1,300	—
Rate of increase or decrease (%)	(-)1.4	232.0	1,220.0	—	—
(For reference) Operating results for the year ended March 31, 2008	458,977	(5,829)	(8,224)	(52,470)	(208.26)

<<Reasons for the adjustment>>

In the pachislot and pachinko machine business, numbers of sales fell below the initial plan, among other things. Consequently, on a consolidated basis, net sales are expected to fall below the previously publicized forecast.

Operating income and ordinary income are expected to exceed the previously publicized forecast due to a gain in profitability in the pachislot and pachinko machine business, amusement machine business and amusement facilities business. To be specific, in the pachislot and pachinko machine business, while numbers of sales fell below the initial plan, the gross margin ratio has improved as a result of the revision of the pricing strategy and reuse of components and sales management cost has decreased principally due to reduced advertising and promotion costs. In the amusement machine business, operating expenses have been less than projected. In the amusement facilities business, the operations of the existing facilities have progressed a little more favorably than projected and part of the expenses arising from the closure of amusement facilities, which were projected as operating expenses, have been recognized as an extraordinary loss.

Consequently, operating income and ordinary income are expected to increase, while expenses arising from the closure of amusement facilities have increased by about ¥2,000 million and a loss of ¥3,500 million has been registered from the suspension of the development of some products as a means of the streamlining of titles in the domestic consumer business. Thus, extraordinary losses have increased since the previous publication of the forecast of operating results and net loss is expected to increase in comparison with the previously publicized forecast.

As a result, on a consolidated basis for the whole-year period, the Company is expected to report net sales of ¥429,100 million (a decrease of ¥5,900 million from the previously publicized forecast), an operating income of ¥8,300 million (an increase of ¥5,800 million from the previously publicized forecast), an ordinary income of ¥6,600 million (an increase of ¥6,100 million from the previously publicized forecast) and a net loss of ¥22,800 million (an increase of ¥1,300 million in net loss from the previously publicized forecast), respectively.

- \* The forecast of operating results stated herein is made based on information available to management as of the date hereof. The actual results may differ from the forecasted figures due to various factors in the future.

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