

(Translation)

April 2, 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 Final Appeal

Notice is hereby given that Sammy Corporation ("Sammy"), a subsidiary of SEGA SAMMY HOLDINGS INC., has received from Universal Entertainment Corporation (former trade name: Aruze Corp.) documents evidencing that it has filed with the Supreme Court a final appeal and a petition for receipt of final appeal, as described below.

Aruze Corp. (former trade name) filed an action against Sammy for the payment of ¥21,000,000,000 in damages as of December 27, 2005, alleging that Sammy's drum-rotating game machines (or pachislot machines) "*Hokuto-no-Ken*" had infringed two of its patent rights (Patent No. 3069092 and Patent No. 3708056).

Universal Entertainment Corporation (former trade name: Aruze Corp.) filed a petition for claim reduction as of March 26, 2010 to reduce the amount of its claims to ¥100,000,000.

Description

1. Background:

December 27, 2005: Aruze Corp. (former trade name) filed an action.

May 22, 2007: The Tokyo District Court gave judgment dismissing the claims.

June 4, 2007: Aruze Corp. (former trade name) filed an appeal.

March 10, 2010: The Intellectual Property High Court gave judgment dismissing the appeal.

March 26, 2010: Universal Entertainment Corporation filed a final appeal.

2. Future prospects:

As described in paragraph 1 above, the action filed by Universal Entertainment Corporation (former trade name: Aruze Corp.) was dismissed in judgment by both the Tokyo District Court and the Intellectual Property High Court. Hence, we believe that it will also be dismissed by the Supreme Court. The result of the trial in the Supreme Court will be publicized as soon as it becomes available.

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