

(Translation)

May 14, 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 Issuance of Stock Options (Stock Acquisition Rights) to
Directors of the Company

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on May 14, 2010, resolved that the Company would submit a proposition for the approval of the issuance of stock acquisition rights as stock options to the Directors, excluding outside Directors, of the Company within the annual amount of ¥86 million as remuneration for them at the 6th Ordinary General Meeting of Shareholders of the Company to be held on June 23, 2010, as described below:

Description

1. Reason for granting stock acquisition rights as remuneration for the Directors of the Company:

The Company intends to grant stock acquisition rights as stock options as consideration for the performance by the Directors of their duties, for the purpose of increasing the market value of the Company through business administration in consideration of our shareholders and stock prices, and affording incentives to and raising the morale of them to achieving much improved results.

2. Terms of the issuance of stock acquisition rights:

(1) Allotees of stock acquisition rights:

The Directors, excluding outside Directors, of the Company to whom the stock acquisition rights will be granted will be four persons if a proposition for the election of Directors is adopted and approved as proposed at the 6th Ordinary General Meeting of Shareholders of the Company to be held on June 23, 2010.

(2) Total number of stock acquisition rights to be issued:

Not exceeding 1,720 rights. In the event that as a result of a merger, amalgamation or

consolidation, the issuance of shares offered for subscription, a corporate separation, a share split, a stock consolidation or any other similar event by the Company, it becomes adequate to adjust the Number of Shares (as defined below), the Company shall make such adjustment as it deems necessary.

- (3) Class and number of shares to be issued or transferred upon exercise of stock acquisition rights:

Not exceeding 172,000 shares of common stock of the Company (the number of shares to be issued or transferred upon exercise of each stock acquisition right (the "Number of Shares") shall be 100). In the event that as a result of a merger, amalgamation or consolidation, the issuance of shares offered for subscription, a corporate separation, a share split, a stock consolidation or any other similar event by the Company, it becomes adequate to adjust the Number of Shares, the Company shall make such adjustment as it deems necessary.

- (4) Paid-in price of a stock acquisition right:

No cash payment shall be required in exchange for a stock acquisition right.

- (5) Price of property to be capitalized upon exercise of a stock acquisition right:

The price of property to be capitalized upon exercise of each stock acquisition right shall be the paid-in amount per share deliverable upon exercise thereof (the "exercise price"), multiplied by the number of shares to be issued or transferred for each such stock acquisition right.

The exercise price shall be an amount obtained by multiplying by 1.05 the average of the daily closing prices (regular way) of the shares of common stock of the Company on the Tokyo Stock Exchange for the days (exclusive of any day on which transactions are not validly made) of the month immediately preceding the month under which the allotment date of the stock acquisition rights falls, with any fraction of one yen rounded upward to the nearest one yen. Provided, however, that if the amount so obtained falls below the closing price on the day immediately preceding the allotment date of the stock acquisition rights (or if the closing price is not available on that day, the closing price on any day immediately preceding that day), the exercise price shall be the closing price on the day immediately preceding the issue date of the stock acquisition rights.

In the event that as a result of a merger, amalgamation or consolidation, the issuance of shares offered for subscription, a corporate separation, a share split, a share consolidation or any other similar event by the Company, it becomes adequate to adjust the exercise price, the Company shall make such adjustment as it deems necessary.

- (6) Fair value of a stock acquisition right:

The fair value of a stock acquisition right shall be based on a fair appraisal value calculated by using the Black & Scholes model based on the exercise price and other terms and conditions.

- (7) Stock acquisition right exercise period:

For two years from the day on which two years shall have expired after the day immediately following the allotment date of the stock acquisition rights

(8) Condition of the exercise of the stock acquisition rights:

Any person to whom the stock acquisition rights are allotted shall remain in office as a Director of the Company or in any other similar office when he exercises the rights, unless he leaves office upon expiration of the term of office or due to any other good reason.

(9) Restriction on a transfer of the stock acquisition rights:

Any transfer of the stock acquisition rights shall be subject to the approval of the Board of Directors of the Company.

(10) Other matters concerning the stock acquisition rights:

Other matters shall be determined at a meeting of the Board of Directors to determine the matters concerning the offering of the stock acquisition rights.

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