

(Translation)

October 22, 2008

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: Takatoshi Akiba,
Executive Officer
(TEL: 03-6215-9955)

Notice of Adjustment to the Forecasts of the First Half Operating Results
(Consolidated/Non-Consolidated) for the Year Ending March 31, 2009
of the Company's Subsidiary (Sammy NetWorks Co., Ltd.)

Notice is hereby given that Sammy NetWorks Co., Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company") made an announcement on adjustment to the forecasts of its first half operating results for the year ending March 31, 2009 (from April 1, 2008 to March 31, 2009), which was publicized in its "Settlement of Accounts for the Fiscal Year Ended March 31, 2008 (Consolidated/Non-Consolidated)" on April 28, 2008 as described in the attachment hereto.

The adjustment will have no significant effect on the operating results of the Company and no adjustment will be made to the forecasts of the operating results of the Company.

<<Attached material: Press release of Sammy NetWorks Co., Ltd.
"Notice of Adjustment to the Forecasts of the First Half Operating
Results (Consolidated/Non-Consolidated) for the Year Ending March
31, 2009 ">>

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(Translation)

October 22, 2008

Dear Sirs,

Name of Company: Sammy NetWorks Co., Ltd.
Name of Representative: Masaaki Ono,
President and Representative
Director
Code No: 3745
Listing Exchange: TSE Mothers
Further Inquiry: Kiyoyumi Sakino,
Executive Director and Division
Manager, Corporate Division
(TEL: 03-5414-3030)

Notice of Adjustment to the Forecasts of the First Half Operating Results
(Consolidated/Non-Consolidated) for the Year Ending March 31, 2009

Notice is hereby given that Sammy NetWorks Co., Ltd. (the "Company") made an announcement on adjustment to the forecasts of its first half operating results for the year ending March 31, 2009 (from April 1, 2008 to March 31, 2009), which was publicized in its "Settlement of Accounts for the Fiscal Year Ended March 31, 2008 (Consolidated/Non-Consolidated)" on April 28, 2008, as described in the attachment hereto.

Description

1. Adjustment to the forecast of the first half operating results for the year ending March 31, 2009 (from April 1, 2008 to September 30, 2008)

<Consolidated>

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	5,192	819	804	1,020	¥23,137.65
Adjusted forecast (B)	5,350	1,050	1,070	1,130	¥25,632.88
Amount of increase or decrease (B-A)	158	231	266	110	—
Rate of increase or decrease (%)	3.0	28.2	33.1	10.8	—
(For reference) First half operating results for the year ended March 31, 2008	5,536	645	609	(-)203	(-)¥4,641.73

<Non-consolidated>

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	4,063	1,016	1,016	1,236	¥23,037.38
Adjusted forecast (B)	4,140	1,240	1,280	1,340	¥30,396.52
Amount of increase or decrease (B-A)	77	224	264	104	—
Rate of increase or decrease (%)	1.9	22.0	26.0	8.4	—
(For reference) First half operating results for the year ended March 31, 2008	4,124	1,053	1,052	(-)574	(-)¥13.123.55

2. Reason for the adjustment (Consolidated)

The adjustment to the forecast of the consolidated operating results is mainly due to the reason of the adjustment to the forecast of the non-consolidated operating results.

3. Reason for the adjustment (Non-Consolidated)

Net sales in the first half of this fiscal year are expected to be above the Company's expectation due to strong sales of pachislot pachinko mobile game service for PC and mobile phone, core business of the Company.

With regard to profitability, the Company is expected to report better income than anticipated. This is based on increase in revenues, cost reductions, decrease in other expenses.

The Company has not revised full year forecast of the fiscal year ended March 31, 2009 due to uncertainty of economic environment in Japan and business situations the Company is facing.

- * The above forecast of operating results is made based on the information available to management as of the date hereof. Actual results may differ from the projected figures due to a variety of factors in the future.

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