

(Translation)

March 9, 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: Takatoshi Akiba,
Executive Officer
(TEL: 03-6215-9955)

Notice of Adjustment to the Forecasts of the Operating Results
(Consolidated/Non-Consolidated) and Dividends 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 operating results and dividends for the year ending March 31, 2009 (from April 1, 2008 to March 31, 2009), which was publicized on April 28, 2008, as described in the attachment hereto.

Considering recent business result of the Company's group totally, the Company does not revise its forecast for the year ending March 31, 2009.

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

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(Translation)

March 9, 2009

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 Operating Results
(Consolidated/Non-Consolidated) and Dividends 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 operating results and dividends for the year ending March 31, 2009 (from April 1, 2008 to March 31, 2009), which was publicized on April 28, 2008, as described in the attachment hereto.

Description

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

<Consolidated>

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	10,883	1,677	1,647	1,406	¥31,893.66
Adjusted forecast (B)	10,950	2,130	2,150	1,630	¥36,974.87
Amount of increase or decrease (B-A)	67	453	503	224	—
Rate of increase or decrease (%)	0.6	27.0	30.5	15.9	15.9
(For reference) Operating results for the year ended March 31, 2008	11,148	1,693	1,623	358	¥8,166.15

<Non-consolidated>

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	8,479	2,038	2,038	1,829	¥41,488.98
Adjusted forecast (B)	8,650	2,550	2,600	2,060	¥46,728.97
Amount of increase or decrease (B-A)	171	512	562	231	—
Rate of increase or decrease (%)	2.0	25.1	27.6	12.6	12.6
(For reference) Operating results for the year ended March 31, 2008	8,438	2,369	2,361	(-)97	(-)¥2,230.65

《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.

《Reason for the adjustment》 (Non-Consolidated)

Net sales of this fiscal year are expected to be above the Company's expectation due to strong sales of pachislot pachinko game service for PC called "777TOWN.net" and pachislot pachinko game service for mobile phone called "Sammy 777TOWN", both of which are core business of the Company.

With regard to profitability, the Company is expected to report better income than the Company anticipated. This is based on favorable sales of "777TOWN.net" and "Sammy 777TOWN", cost reductions through streamlining business operations and decrease in other expenses.

- * 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.

- Adjustment to the forecast of year-end dividends per share for the year ending March 31, 2009 (from April 1, 2008 to March 31, 2009)

(yen)

	Interim dividend	Year-end dividend	Annual dividend
Previous forecast (publicized on April 28, 2008)		3,000.00	3,000.00
Adjusted forecast		6,000.00	6,000.00
Results for the current year (from April 1, 2008 to March 31, 2009)			
(For reference) Results for the previous year (from April 1, 2007 to March 31, 2008)		3,000.00	3,000.00

《Reason for the adjustment》

The Company positions the return of profits to shareholders as an important management task, and we strive to provide an appropriate return in line with the Company's profits.

As mentioned above, the Company made an adjustment to the forecast of the consolidated operating results for the year ending March 31, 2009 and the Company expects to post better net income than previous forecast and last year results. Consequently, the Company made an adjustment to the forecast of year-end dividends from 3,000 yen, previous forecast, to 6,000 yen.

The Company would like to ask our stakeholders for their continued support.

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