

(Translation)

December 16, 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 of Group
Communications Office
(TEL: 03-6215-9955)

Notice of Sale of Shares in Subsidiary by the Company's Subsidiary (Sammy NetWorks Co., Ltd.),
Recording of Extraordinary Losses and Adjustment to the Forecasts of
Whole-Year Operating Results for the Year Ending March 31, 2010

Notice is hereby given that Sammy NetWorks Co., Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), made an announcement concerning the sale of shares in a subsidiary, recording of extraordinary losses and adjustment to the forecasts of whole-year operating results for the year ending March 31, 2010 publicized on April 28, 2009, as described in the attachment hereto.

These events will have no significant effect on the Company's operating results and no adjustment will be made to the forecasts of the Company's operating results of the Company.

<<Attached material: Press release of Sammy NetWorks Co., Ltd.
"Notice of Sale of Shares in Media-Trust Co., Ltd. (Consolidated Subsidiary),
Recording of Extraordinary Losses and Adjustment to the Forecasts of
Whole-Year Operating Results for the Year Ending March 31, 2010">>

- END -

(Translation)

December 16, 2009

Dear Sirs,

Name of Company:	Sammy NetWorks Co., Ltd.
Name of Representative:	Masaaki Ono, President and Representative Director (CEO)
(Code No. 3745, Tokyo Stock Exchange Mothers Market)	
Further Inquiry:	Kiyohumi Sakino, Executive Vice President and Corporate General Manager (TEL: 03-5414-3030)

Notice of Sale of Shares in Media-Trust Co., Ltd. (Consolidated Subsidiary),
Recording of Extraordinary Losses and Adjustment to the Forecasts of
Whole-Year Operating Results for the Year Ending March 31, 2010

Notice is hereby given that Sammy NetWorks Co., Ltd. (the “Company”), at the meeting of its Board of Directors held on December 16, 2009, adopted a resolution to withdraw from the solutions business and sell all of its shares in Media-Trust Co., Ltd. (consolidated subsidiary), as described below.

Description

1. Reason for sale of shares

The Company made Media-Trust Co., Ltd. a consolidated subsidiary in October 2006 for the purpose of entering and expanding into a new business realm (solutions business) and strengthening engineering planning, development and operating systems regarding mobile and PC contents.

However, the Group’s solutions business, to which Media-Trust Co., Ltd. belongs, has recorded operating losses for the third consecutive fiscal year, partly due to the amortization of goodwill, and yet again recorded operating losses for the current first half due to the severe market environment.

The Company decided to sell all of its shares in Media-Trust Co., Ltd. after comprehensively considering that the market environment is expected to remain severe hereafter, and that it has become difficult to expect future synergistic effects with the Group.

2. Outline of subsidiary being transferred

- | | | |
|-----|------------|-----------------------|
| (1) | Trade name | Media-Trust Co., Ltd. |
| (2) | Location | Chiyoda-ku, Tokyo |

- (3) Name/position of representative Masanobu Kondo, President and Representative Director
- (4) Contents of business IT outsourcing and operating business, business consulting
- (5) Capital ¥368.5 million
- (6) Establishment April 15, 1996
- (7) Principal shareholders and shareholding ratios Sammy NetWorks Co., Ltd. (62.4%)
Masanobu Kondo (24.1%)
- (8) Relationship with the concerned company Capital relationship The Company's consolidated subsidiary
Personnel relationship Directors serving concurrently
Business relationship There is no significant business relationship.
- (9) Operating results and financial condition for recent business years

(Unit: million yen unless otherwise indicated)

Business year	Year ended March 2008	Year ended March 2009	Year ending March 2010 (first half)
Net Assets	259	269	169
Total Assets	1,063	1,127	975
Net Assets Per Share (yen)	9,527	9,893	6,209
Net Sales	1,716	1,701	560
Operating Income	9	13	(47)
Ordinary Income	7	10	(49)
Net Income (Loss)	(128)	9	(100)
Net Income Per Share (yen)	(4,723)	366	(3,684)
Dividend Per Share (yen)	-	-	-

3. Outline of purchaser of shares

- (1) Name Masanobu Kondo
- (2) Location Toshima-ku, Tokyo
- (3) Relationship with the concerned company Representative director of the Company's consolidated subsidiary Media-Trust Co., Ltd.

4. Number of shares to be sold, sales price and number of shares held before and after the sale

Number of shares before the transfer	16,983 shares (Number of voting rights: 16,983) (Shareholding ratio: 62.4%)
Number of shares to be sold	16,983 shares (Number of voting rights: 16,983) (Sales price: 16,983 yen)
Number of shares after the transfer	0 shares (Number of voting rights: 0) (Shareholding ratio: 0%)

5. Schedule

- (1) Resolution of the Board of Directors December 16, 2009
- (2) Effective date for the share transfer December 16, 2009

6. Recording of extraordinary losses and future outlook

(1) Recording of extraordinary losses

As indicated in “1. Reason for sale of shares”, the Company has resolved to withdraw from the solutions business and sell all of its shares in Media-Trust Co., Ltd.

Given that the net assets of Media-Trust Co., Ltd. on a consolidated basis after recording mark to market valuation within the Group showed an excess of liabilities over assets, and that recovery cannot be expected for the foreseeable future due to the deterioration of the market environment, the sales price of shares was set at one yen per share.

The terms and conditions of the sale have been determined with the help of external experts.

(i) Consolidated

The Company expects to record ¥693 million in extraordinary losses as losses from liquidation of the subsidiary due to withdrawal from the solutions business.

Net income will decrease by ¥300 million compared to the previously publicized forecast due to tax effects.

(ii) Non-consolidated

The Company expects to record ¥1,235 million in extraordinary losses as losses from liquidation of the subsidiary due to withdrawal from the solutions business.

Net income will decrease by ¥700 million compared to the previously publicized forecast due to tax effects.

(2) Adjustment to the forecast of operating results for the whole-year ending March 31, 2010

(i) Adjustment to the forecast of consolidated operating results for the whole-year ending March 31, 2010 (from April 1, 2009 to March 31, 2010)

(Unit: million yen unless otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously publicized forecast (A)	12,400	2,500	2,500	1,350	30,623.36
Adjusted forecast (B)	11,500	2,400	2,400	1,050	23,818.17
Amount of increase or decrease (B-A)	(900)	(100)	(100)	(300)	—
Rate of increase or decrease (%)	(7.3%)	(4.0%)	(4.0%)	(22.2%)	—
(For reference) Operating results for the previous year (from April 1, 2008 to March 31, 2009)	11,077	2,247	2,274	1,703	38,653.12

(ii) Reason for the adjustment (consolidated)

Due to the sale of shares in Media-Trust Co., Ltd. in line with withdrawal from the solutions business, the Company is expected to report net sales of ¥11,500 million (a decrease of ¥900 million from the previously publicized forecast), and operating loss and ordinary loss of ¥2,400 million, respectively (each decreases of ¥100 million from the previously publicized forecasts).

The Company will record ¥693 million in extraordinary losses as mentioned above, but due to tax effects is expected to record net income of ¥1,050 million (a decrease of ¥300 million from the previously publicized forecast).

(iii) Adjustment to the forecast of non-consolidated operating results for the year ending March 31, 2010 (from April 1, 2009 to March 31, 2010)

(Unit: million yen unless otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously publicized forecast (A)	9,600	2,700	2,700	1,560	35,386.99
Adjusted forecast (B)	9,600	2,700	2,700	860	19,508.21
Amount of increase or decrease (B-A)	—	—	—	(-700)	—
Rate of increase or decrease (%)	—	—	—	(-44.9%)	—
(For reference) Operating results for the previous year (from April 1, 2008 to March 31, 2009)	8,751	2,640	2,692	2,097	47,570.34

(iv) Reason for the adjustment (non-consolidated)

Due to the sale of shares in Media-Trust Co., Ltd. in line with withdrawal from the solutions business, the Company will record ¥1,235 million in extraordinary losses as mentioned above, but due to tax effects is expected to record net income of ¥860 million (a decrease of ¥700 million from the previously publicized forecast).

(v) Forecast of dividends

With regard to the year-end dividends for the year ending March 31, 2010, the Company expects to pay 6,000 yen per share as publicized on April 28, 2009.

(Note) The above forecasts of operating results are made based on information available to management as of the date hereof. In the future, actual results may differ from the projected figures due to various factors.

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