

(Translation)

March 23, 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 Whole-year Non-consolidated
Operating Results and Dividends for the Year Ending March 31, 2009
of the Company's Subsidiary (TAIYO ELEC Co., Ltd.)

Notice is hereby given that TAIYO ELEC Co., Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company") made an announcement on adjustment to the forecasts of its whole-year non-consolidated operating results for the year ending March 31, 2009 (from April 1, 2008 to March 31, 2009), which was publicized on February 3, 2009, and the forecast of dividends, which was publicized on May 13, 2008, as described in the attachment hereto.

The Company is now reviewing operating results for the year ending March 31, 2009. Although TAIYO ELEC Co., Ltd. made the announcement this time, the Company leaves the operating forecast that the Company publicized on February 10, 2009 unchanged. This is because products sales under Sammy brands are strong, and business performances in the amusement machine business, amusement facility business and consumer business are in line with the plan.

* 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.

<<Attached material: Press release of TAIYO ELEC Co., Ltd.
"Notice of Adjustment to the Forecasts of the Whole-Year
Non-consolidated Operating Results and Dividends for the Year
Ending March 31, 2009 ">>

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(Translation)



March 23, 2009

Dear Sirs,

Name of Company: TAIYO ELEC Co., Ltd.
Name of Representative: Eriko Sato,
President and Representative
Director
Code No: 6429
Listing Exchange: JASDAQ
Further Inquiry: Masahiko Watanabe,
Executive Officer
Administration Division
(TEL: 052-502-9222)

Notice of Adjustment to the Forecasts of the Whole-Year Non-consolidated
Operating Results and Dividends for the Year Ending March 31, 2009

Notice is hereby given that TAIYO ELEC Co., Ltd. (the "Company") has adopted a resolution at the board meeting held on March 23, 2009 for adjustment to the forecasts of its whole year non-consolidated operating results for the year ending March 31, 2009 (from April 1, 2008 to March 31, 2009), which was publicized on February 3, 2009, and the forecast of dividends reflecting the adjustment to the operating forecast, as described in the attachment hereto.

Description

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

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	18,000	1,700	1,700	1,500	¥65.95
Adjusted forecast (B)	14,000	480	500	410	¥18.03
Amount of increase or decrease (B-A)	(-) 4,000	(-) 1,220	(-) 1,200	(-) 1,090	—
Rate of increase or decrease	(-) 22.2%	(-) 71.8%	(-) 70.1%	(-) 72.7%	—
(For reference) Operating results for the year ended March 31, 2008	25,334	1,657	1,636	1,423	¥77.18

Reason for the adjustment:

In the pachinko pachislot industry, the market continues to confront a harsh business environment and evaluations against pachinko pachislot machines by pachinko parlors become increasingly severe, leading to intensification of competition among pachinko pachislot manufactures.

In the pachislot business, the Company postponed introduction of one title that was planned to be launched in forth quarter due to delay in getting approval from the authorities. As a result, the Company expects to sell 6 thousand units in this fiscal year (a decrease of 5 thousand units from the previous forecast).

In the pachinko business, after reviewing current market trends, the Company judged that it would be appropriate sales strategy to postpone “CR Moeyo Ken”, major title of this fiscal year, to next fiscal year and focus on promotion of “CR Yashiro Aki” in forth quarter. However, several big titles were introduced by competitors to the market and competition among pachinko manufactures was intensified. Under these market conditions, the sales of “CR Yashiro Aki” were below our sales plan. Consequently, the Company expects to sell 44 thousand units in this fiscal year (a decrease of 9 thousand from the previous sales plan).

The Company continues to sell “CR Yashiro Aki” and the Company has also started sales promotions for “CR Moeyo Ken” that will be launched in next fiscal year and has already received high evaluations from customers.

Consequently, net sales are expected to decrease by 4.0 billion from the previous forecast to 14.0 billion due to decrease in total sales of pachislot and pachinko machines by 14 thousands.

At the time of publication of previous operating forecast, the Company left profits plan unchanged though net sales were expected to decrease. That was due to several initiatives for margin improvement. The Company has been conducting these initiatives. However, profit decrease coming from sales down will not be offset by the initiatives. Based on this, the Company expects operating income of 480 million yen (a decrease of 1.22 billion yen from the previous forecast), ordinary income of 500 million yen (a decrease of 1.2 billion yen from the previous forecast) and net income of 410 million yen (a decrease of 1.09 billion yen from the previous forecast).

2. 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 May 13, 2008)	0.00	10.00	10.00
Adjusted forecast	0.00	5.00	5.00
Results for the current year (from April 1, 2008 to March 31, 2009)	0.00	—	—
(For reference) Results for the previous year (from April 1, 2007 to March 31, 2008)	0.00	5.00	5.00

Reason for the adjustment:

The Company positions the return of profits to shareholders as an important management task together with enhancing corporate value, and we strive to provide an appropriate return in line with the Company's profits constantly with securing appropriate retained earnings for business expansion in the future and strengthening management base.

The Company made an adjustment to the forecast of the operating results for the year ending March 31, 2009 as mentioned above. Consequently, the Company made an adjustment to the forecast of year-end dividends from 10 yen, previous forecast, to 5 yen, which is the same level of previous year.

- * 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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