

(Translation)

September 24, 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 Adjustment to the Forecasts of First Half Operating Results (Non-Consolidated)  
for the Year Ending March 31, 2010 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 First Half non-consolidated operating results for the year ending March 31, 2010 (from April 1, 2009 to September 30, 2009), which was publicized on May 12, 2009 as described in the attachment hereto.

The adjustment will have no significant effect on the operating results of the Company. However, the company is currently examining its business forecast and will announce the new business forecast as soon as it is changed.

<<Attached material: Press release of TAIYO ELEC Co., Ltd.  
"Notice of Revised Business Forecast for Six Months through Second  
Quarter of Fiscal Year Ending March 2010 ">>

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(Translation)



September 24, 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 Revised Business Forecast for Six Months  
through Second Quarter of Fiscal Year Ending March 2010

TAIYO ELEC Co., Ltd. has decided on the following revision to its business forecast for the six months through the second quarter of the fiscal year ending March 2010 based on recent business trends. The previous forecasts were announced at the time of financial announcements on May 12, 2009.

1. Revised business forecast for six months through second quarter of fiscal year ending March 2010

(April 1, 2009 - September 30, 2009)

(Unit: million yen)

	Sales	Operating Income	Ordinary Income	Net Income	Quarterly net income per share (yen)
Previous forecast (A)	17,300	1,180	1,180	1,110	48.94
Revised forecast (B)	14,900	2,600	2,600	2,000	88.17
Increase/Decrease (B) – (A)	- 2,400	1,420	1,420	890	—
Increase/Decrease	- 13.9%	120.3%	120.3%	80.2%	—
(Reference) Actual interim results for fiscal year ended March 2009	9,360	342	399	354	15.53

## 2. Reasons for revision

In the pachinko machines business, we sold three series as initially planned: “CR Yashiro Aki: Kokoro no kokyo kaerimasenka” (hereafter, “CR Yashiro Aki 2”) continually sold from the previous fiscal year, “CR Kido Shinsengumi Moeyo Ken 2,” (hereafter, “CR Moeyo Ken 2”), which is the first series loaded with the new ALDIO frame, and “CR BLOOD+,” for which we are currently implementing sales activities. Based on actual sales volumes of “CR Yashiro Aki 2” and “CR Moeyo Ken 2” and order receipts for “CR BLOOD+” as of now, the pachinko machine sales volume of the three series combined for the six months through the second quarter is projected to be around 48,000 units (about 2,000 units less than initial plans).

As for pachislot machines, we introduced the “Shin Megami Tensei” but this machine did not reach the initially planned target, and although we were initially planning to launch two models, the launch of one model was postponed to the third quarter or later due to a delay in adjustments. Therefore, the pachislot machine sales volume of the one series for the six months through the second quarter is projected to be around 2,000 units (about 8,000 units less than initial plans).

As a result of the above, the total sales volume of pachinko and pachislot machines combined for the six months through the second quarter is projected to be around 50,000 units (about 10,000 units less than initial plans), and sales are projected to be 14.9 billion yen (down 2.4 billion yen from initial plans).

In terms of profit, although sales volumes of pachinko and pachislot machines were lower than initial projections, the gross margin ratio is improving, due in part to the increase in sales unit price of “CR Moeyo Ken 2” backed by robust actual sales, and lower product costs due to the introduction of new frames. In addition, the Company continues to place parts orders in adequate quantities at the production planning stage, and strives to streamline other expenses. As a result of the above, operating income is projected to be 2.6 billion yen (up 1,420 million yen from initial plans), and ordinary income is projected to be 2.6 billion yen (up 1,420 million yen from the initial plans). Net income is expected to be 2.0 billion yen (up 890 million yen from initial plans), partly due to tax expenses in line with unwinding of tax losses carried forward.

We are currently considering a review of sales series and sales strategies for the third quarter and later in view of future market environment and the Company’s status in new series development. We plan to announce our business forecast for the full fiscal year to March 2010 as soon as they are determined.

This business forecast contains forward-looking statements based on assumptions, outlook and plans as of the date of announcement. Actual results may differ materially from our expectations due to risks and uncertainties regarding changes in economic conditions and market trends, etc.