

(Translation)

February 3, 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
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 October 31, 2008 as described in the attachment hereto.

The adjustment will have no significant effect on the operating results of the Company.

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

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(Translation)



February 3, 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 Operating Results
(Non-Consolidated) for the Year Ending March 31, 2009

Notice is hereby given that TAIYO ELEC Co., Ltd. (the "Company") has made 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 given at the time of publication of its financial statements on October 31, 2008 as described below:

Description

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)	27,000	1,700	1,700	1,500	¥65.95
Adjusted forecast (B)	18,000	1,700	1,700	1,500	¥65.95
Amount of increase or decrease (B-A)	(-) 9,000	0	0	0	—
Rate of increase or decrease	(-) 33.3%	0.0	0.0	0.0	—
(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.

Under this business environment, the Company planed to launch two major titles in the second half, one title in third quarter and the other title in forth quarter. However, the approval for the title planed to be launched in third quarter was delayed. As a result, the Company made an adjustment to the sales plan of pachinko machines after forth quarter onward.

After reviewing current market trends, the Company judged that it would be appropriate sales strategy to postpone one title to next fiscal year and focus on each promotion separately rather than introducing the two self-confident titles simultaneously in forth quarter. Consequently, the Company will launch one title in forth quarter of current fiscal year.

And the Company will take an action to increase unit sales by introducing new title “CR PERSONA3”, which was planed to be sold in next fiscal year, and also reselling “CR SAMURAI CHAMPULOO (sold in April in 2008)”, which has already garnered high popularity from the market.

Based on the review of pachinko sales plan mentioned above, the Company changed unit sales forecast of pachinko machine in the second half from 60 thousands units to 26 thousands units, a decrease by 34 thousands units.

Consequently, net sales are expected to decrease by 9.0 billion from the previous forecast to 18.0 billion.

However, the Company leaves current profits plan unchanged though net sales are expected to decrease. This is due to margin improvement in pachinko business by high sales ratio of gauge board, budgetary restraint in advertisement expense by postponing one title to next fiscal year, reducing disposal of components with appropriate order placement in production plan, budgetary restraint in R&D expenses by reviewing development plan, cutting other miscellaneous expenses and so forth.

- * 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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