

(Translation)

October 29, 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 Full Year Operating Results and
Adjustment to the Forecast of Dividends
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 full year operating results for the year ending March 31, 2010 (from April 1, 2009 to March 31, 2010), 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 and no adjustment will be made to the forecasts of the operating results of the Company.

<<Attached material: Press release of TAIYO ELEC Co., Ltd.
"Notice of Adjustments to the Forecasts of Full Year Operating
Results and Dividend for the Year Ending March 31, 2010 ">>

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(Translation)

October 29, 2009

Dear Sirs,

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

Notice of Adjustments to the Forecasts of Full Year Operating Results and Dividend for the Year Ending March 31, 2010

Notice is hereby given that TAIYO ELEC Co., Ltd. (the "Company"), in consideration of the recent development of its business performance, has announced that, at the meeting of its Board of Directors held on October 29, 2009, it made an adjustment to the forecasts of its full year operating results for the year ending March 31, 2010 (from April 1, 2009 to March 31, 2010) publicized on May 12, 2009.

Following the adjustment to the forecasts of the operating results, the forecast of the dividend per share has also been adjusted, as described below.

Description

1. Adjustment to the forecast of operating results

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

(million yen except when otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously publicized forecast (A)	34,300	2,480	2,500	1,400	61.72
Adjusted forecast (B)	34,800	4,300	4,300	2,900	127.85
Amount of increase or decrease (B-A)	500	1,820	1,800	1,500	—
Rate of increase or decrease (%)	1.5%	73.4%	72.0%	107.1%	—
(For reference) Actual results for the previous year (ended March 31, 2009)	14,307	405	474	410	18.05

- (2) Reason for the adjustment to the forecast of operating results:

In the pachinko machine business, sales volume for the six-month period through the second quarter was strong, selling the mainstay title "CR Kido Shinsengumi Moeyo Ken 2" (hereafter, "CR Moeyo Ken 2") in the first half. Also, in consideration of the sales plan for the second half, pachinko machine sales volume for the full year is projected to be 98,000 units for six series, mostly in line with initial estimates.

As for the pachislot machine business, the launch of one model was postponed from the first half to the third quarter or later due to a delay in adjustments, but in the full year four series are scheduled to be launched as initially planned, and sales volume is projected to be 21,000 units.

As a result of the above, the total sales volume of pachinko and pachislot machines combined is projected to be 120,000 units, and full year net sales is estimated at 34.8 billion yen, almost matching previous forecasts.

In terms of profit, the gross margin ratio is improving, due in part to an increase in the unit sales price of “CR Moeyo Ken 2,” backed by robust actual sales and lower product costs due to the introduction of new frames. In addition, in the second half the Company will continue to place parts orders in adequate quantities at the production planning stage, and will strive to streamline other expenses. As a result of the above, full year operating income is projected to be 4.3 billion yen (up 1,820 million yen from the previous forecast), ordinary income is projected to be 4.3 billion yen (up 1.8 billion yen from the previous forecast), and net income is expected to be 2.9 billion yen (up 1.5 billion yen from the previous forecast).

2. Adjustment to the dividend forecast

(1) Content of the adjustment:

(Unit: yen)

Dividend per share			
(Record date)	End of second quarter	Year-end	Annual
Previous forecast (May 12, 2009)	—	8.00	8.00
Adjusted forecast	—	15.00	15.00
Actual results for the current year	—	—	—
(For reference) Actual results for the previous year (ended March 2009)	—	5.00	5.00

(2) Reason for the adjustment to the forecast of dividends:

The Company recognizes the distribution of profits to its shareholders and the heightening of its corporate value as its key management issues. With regard to the distribution of profits to its shareholders, the Company follows a fundamental policy of maintaining a constant payment of dividends according to profits, while securing the necessary internal reserves for future business developments and for strengthening its corporate basis.

Consequently, following the upward adjustment to its forecast of full year operating results, the Company has adjusted its forecast for year-end dividends for the fiscal year ending March 2010 to 15 yen, up 7 yen from the previous forecast.

* The 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, market trends and other factors.

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