

(Translation)

October 23, 2008

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 (Consolidated/Non-Consolidated)
Operating Results for the First-Half Period of the Year Ending March 31, 2009
of the Company's Subsidiary (TMS Entertainment, Ltd.)

Notice is hereby given that TMS Entertainment, Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company") made an announcement on adjustment to the forecasts of its first half operating results for the year ending March 31, 2009 (from April 1, 2008 to March 31, 2009) publicized on September 29, 2008 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 TMS Entertainment, Ltd..
"Notice of Adjustment to the Forecasts of
(Consolidated/Non-Consolidated) Operating Results for the First-Half
Period of the Year Ending March 31, 2009 ">>

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(Translation)

October 23, 2008

Dear Sirs,

Name of Company: TMS Entertainment, Ltd.
Name of Representative: Hideki Okamura,
President and Representative
Director
Code No: 3585
Listing Exchange: Nagoya Stock Exchange 2nd
Section
Further Inquiry: Katsuhiro Yamada,
Managing Director and Division
Manager, Administration Division
(TEL: 03-5325-9111)

Notice of Adjustment to the Forecasts of (Consolidated/Non-Consolidated)
Operating Results for the First-Half Period of the Year Ending March 31, 2009

Notice is hereby given that TMS Entertainment, Ltd. (the "Company") made an announcement on adjustment to the forecasts of its first half operating results for the year ending March 31, 2009 (from April 1, 2008 to March 31, 2009) publicized on September 29, 2008, as described in the attachment hereto.

Description

1. Adjustment to the forecast of the consolidated operating results for the year ending March 31, 2009
(1) First half of the fiscal year ending March 31, 2009 (from April 1, 2008 to September 30, 2008)

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	7,090	190	250	150	¥3.58
Adjusted forecast (B)	7,120	200	240	40	¥0.95
Amount of increase or decrease (B-A)	30	10	(-)10	(-)110	(-)¥2.63
Rate of increase or decrease (%)	0.4	5.3	(-)4.0	(-)73.3	(-)73.5
(For reference) First half operating results for the year ended March 31, 2008	7,353	431	457	371	¥8.73

(2)Reason for the adjustment

The Company is expected to report net income of ¥40 million (a decrease by ¥110 million from the previous forecast). This is based on an extraordinary loss of ¥142 million relating to the completion of the liquidation of Sem Communications Pte. Ltd., the Company's consolidated subsidiary, during the second quarter of the fiscal year ending March 31, 2009.

With regard to the details of the said extraordinary loss, please see the "Notice of Recording of Extraordinary Loss upon Completion of Liquidation of Subsidiary" publicized today.

(3)Full year forecast (from April 1, 2008 to March 31, 2009)

The Company is currently considering a revision of consolidated full year forecast of the fiscal year ended March 31, 2009 based on the adjusted first half forecast stated herein. As the Company publicized on September 29, 2008, the Company will report the full year forecast at the time of publication of its "Brief Statement of Accounts for the 6 months ended September 30, 2008" scheduled on October 29, 2008.

2. Adjustment to the forecast of the non-consolidated operating results for the year ending March 31, 2009

(1)First half of the fiscal year ending March 31, 2009 (from April 1, 2008 to September 30, 2008

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	6,700	110	190	90	¥2.15
Adjusted forecast (B)	6,720	120	180	170	¥4.03
Amount of increase or decrease (B-A)	20	10	(-)10	80	¥1.88
Rate of increase or decrease (%)	0.3	9.1	(-)5.3	88.9	87.4
(For reference) First half operating results for the year ended March 31, 2008	7,241	402	446	361	¥8.50

(2)Reason for the adjustment

The Company is expected to report net income of ¥170 million (an increase by ¥80 million from the previous forecast). This is because non-consolidated operating results is not expected to be affected by the adjustment reason of the consolidated operating forecast stated above and tax expense will be decreased by deferred tax accounting.

(3)Full year forecast (from April 1, 2008 to March 31, 2009)

The Company is also currently considering a revision of non-consolidated full year forecast of the fiscal year ended March 31, 2009 based on the adjusted first half forecast stated herein. As the Company publicized on September 29, 2008, the Company will report the full year forecast at the time of publication of its "Brief Statement of Accounts

for the 6 months ended September 30, 2008” scheduled on October 29, 2008.

- * 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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