

(Translation)

July 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 First Half Operating Results  
(Consolidated/Non-Consolidated) for the Year Ending March 31, 2010  
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, 2010 (from April 1, 2009 to September 30, 2009) publicized on April 30, 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 by this adjustment.

<<Attached material: Press release of TMS Entertainment, Ltd..  
"Notice of Adjustment to the Forecasts of First Half Operating Results  
(Consolidated/Non-Consolidated) for the Year Ending March 31,  
2010">>

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(Translation)

July 29, 2009

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 First Half Operating Results  
(Consolidated/Non-Consolidated) for the Year Ending March 31, 2010

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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, 2010 (from April 1, 2009 to September 30, 2009) publicized on April 30, 2009 as described in the attachment hereto.

Description

1. Adjustment to the forecast of the consolidated operating results for the year ending March 31, 2010
  - (1) First half of the year ending March 31, 2010 (from April 1, 2009 to September 30, 2009)

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previous forecast (A)	6,600	(210)	(170)	(290)	(7.10)
Adjusted forecast (B)	6,450	(70)	(10)	(90)	(2.20)
Amount of increase or decrease (B-A)	(-)150	140	160	200	4.90
Rate of increase or decrease (%)	(-)2.3%	—	—	—	—
(For reference) First half operating results for the year ended March 31, 2009	7,124	198	239	38	0.92

(2) Reason for the adjustment

Enormously successful TV animated series called “BAKUGAN” in North America and “DETECTIVE CONAN The Raven Chaser”, which was released in Japan in April 2009 and established the best box-office record of the same animated feature film series, contributed to increase in net sales. However, the number of films produced decreased. Consequently, consolidated net sales are expected to decrease by 150 million yen from previously publicized forecast.

With regard to operating income, ordinary income and net income, profit increase resulting from above mentioned strong film animation business covered profit decline due to sales decrease resulting from decrease in the number of films produced. Consequently, operating income, ordinary income and net income are expected to increase by 140 million yen, 160 million yen and by 200 million yen respectively from previously publicized forecast.

(3) Whole year (from April 1, 2009 to March 31, 2010)

In spite of above mentioned upward adjustment, no adjustment will be made to the forecast of the whole year consolidated operating results for the year ended March 31, 2010 publicized on April 30, 2009 by considering severe business conditions expected in the second half.

2. Adjustment to the forecast of the non-consolidated operating results for the year ending March 31, 2010

(1) First half of the year ending March 31, 2010 (from April 1, 2009 to September 30, 2009)

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previous forecast (A)	4,510	(180)	(90)	(130)	(3.18)
Adjusted forecast (B)	4,350	(100)	20	(10)	(0.24)
Amount of increase or decrease (B-A)	(-)160	80	110	120	2.94
Rate of increase or decrease (%)	(-)3.5%	—	—	—	—
(For reference) First half operating results for the year ended March 31, 2009	6,724	122	184	174	4.15

(2) Reason for the adjustment

Non-consolidated net sales are expected to decrease by 160 million yen from previously publicized forecast with same reason of adjustment to consolidated operating forecast.

Operating income, ordinary income and net income are expected to increase by 80 million yen, 110 million yen and 120 million yen respectively with same reason.

(3)Whole year (from April 1, 2009 to March 31, 2010)

In spite of above mentioned upward adjustment, no adjustment will be made to the forecast of the whole year consolidated operating results for the year ended March 31, 2010 publicized on April 31, 2009 by considering severe business conditions expected in the second half.

- \* 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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