

(Translation)

October 23, 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 July 29, 2009 as described in the attachment hereto.

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

<<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)

October 23, 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

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 July 29, 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)	6,450	(70)	(10)	(90)	(2.20)
Adjusted forecast (B)	6,430	(20)	20	(70)	(1.72)
Amount of increase or decrease (B-A)	(-)20	50	30	20	0.48
Rate of increase or decrease (%)	(-)0.3%	—	—	—	—
(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

Net sales are expected to decrease by 20 million yen from the previous forecast due to underperformance in Amusement facility business though sales in animation business increased.

Operating income, ordinary income and net income are expected to increase by 50 million yen, 30 million yen and 20 million yen respectively from previously publicized forecast. This is because reduction in selling, general and administrative expenses such as planning cost and advertising cost covered profit decline resulting from above mentioned sales decrease.

(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)	4,350	(100)	20	(10)	(0.24)
Adjusted forecast (B)	4,370	(50)	50	20	0.49
Amount of increase or decrease (B-A)	20	50	30	30	0.73
Rate of increase or decrease (%)	0.5%	—	150.0%	—	—
(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

Net sales are expected to decrease by 20 million yen from the previous forecast, mainly due to the animation business.

Operating income, ordinary income and net income are expected to increase by 50 million yen, 30 million yen and 30 million yen respectively from previously publicized forecast, primarily for reduction in selling, general and administrative expenses such as planning cost and advertising cost.

(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 non-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.

- * 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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