

(Translation)

July 30, 2010

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.  
Name of Representative: Hajime Satomi,  
Chairman of the Board  
and Chief Executive Officer  
(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 Operating Results for the Company's Subsidiary (TMS Entertainment, Ltd.) for the First Six-Month Period for the Year Ending March 31, 2011

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Notice is hereby given that TMS Entertainment, Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC. ("the Company"), has made an announcement concerning adjustment to the forecasts of operating results for the first six-month period for the year ending March 31, 2011 publicized on April 30, 2010 as described in the attachment hereto.

These events will have no significant effect on the Company's operating results and no adjustment will be made to the forecasts of the Company's operating results.

<< Attached material: Press release from TMS Entertainment, Ltd.

"Notice of Adjustment to the Forecasts of Operating Results for the Six-Month Period for the Year Ending March 31, 2011" >>

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July 28, 2010

To whom it may concern,

Company: TMS Entertainment, Ltd.  
Representative: Hideki Okamura,  
President and  
Representative Director  
(Code No. 3585, 2nd Section of Nagoya Stock Exchange)  
Further Inquiries: Katsuhiro Yamada,  
Managing Director and Division  
Manager, Administration Division  
(Tel: 03-5332-8021)

**Notice of Adjustment to the Forecasts of Operating Results (Consolidated and  
Non-Consolidated) for the First Six-Month Period for the Year Ending March 31, 2011**

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Notice is hereby given that TMS Entertainment, Ltd. (“the Company”) has made an announcement as described below, concerning adjustment to the forecasts of operating results for the first six-month period for the year ending March 31, 2011 (from April 1, 2010 to March 31, 2011), which was publicized on April 30, 2010 together with the operating results for the fiscal year ended March 31, 2010.

**1. Adjustment to the forecasts of consolidated operating results for the year ending March 31, 2011**

(1) First six-month period (from April 1, 2010 to September 30, 2010) on a consolidated basis  
(in millions of yen unless otherwise indicated)

	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income Per Share (Yen)
Previously publicized forecast (A)	5,950	(300)	(260)	(270)	(6.91)
Adjusted forecast (B)	6,670	150	210	70	1.79
Amount of increase or decrease (B-A)	720	450	470	340	8.70
Rate of increase or decrease (%)	12.1%	—	—	—	—
(For reference) Operating results for the same period of the previous year (from April 1, 2009 to September 30, 2009)	6,439	(22)	20	(69)	(1.70)

(2) Reason for the adjustment

In the animation business, in addition to the “BAKUGAN” television program series that has become popular outside Japan, principally in North America, “BAKUGAN” project toys have enjoyed brisk sales as the summer holiday sales season progresses. In addition, “Detective Conan :The Lost Ship in The Sky,” an animation film for theaters released in April 2010, was a huge hit as with the previous version, resulting in robust revenues. On the other hand, the amusement business also recorded strong sales at existing shops. Due to all factors mentioned above, net sales are expected to expand by 720 million yen over the forecasts announced earlier.

Due to the increases in net sales described above, it is anticipated that operating income, ordinary income and net income for the six-month period from April 1, 2010 to September 30, 2010 will increase by 450 million yen, 470 million yen and 340 million yen respectively, from the forecasts announced earlier.

(3) Forecasts for the consolidated full-year operating results (April 1, 2010 to March 31, 2011)

Despite the aforementioned adjustments, the forecasts for the consolidated full-year operating results which were announced on April 30, 2010 together with the operating results for the previous consolidated fiscal year are not adjusted, given the severe management environment and other factors expected for the second half of this consolidated fiscal year and thereafter.

## 2. Adjustment to the forecasts of non-consolidated operating results for the year ending March 31, 2011

(1) Six-month period (from April 1, 2010 to September 30, 2010) on a non-consolidated basis  
(in millions of yen unless otherwise indicated)

	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income Per Share (Yen)
Previously publicized forecast (A)	4,250	(290)	(210)	(160)	(4.09)
Adjusted forecast (B)	4,840	50	140	70	1.79
Amount of increase or decrease (B-A)	590	340	350	230	5.88
Rate of increase or decrease (%)	13.9%	—	—	—	—
(For reference) Operating results for the same period of the previous year (from April 1, 2009 to September 30, 2009)	4,372	(46)	54	23	0.58

### (2) Reason for the adjustment

For the same reason in the animation business as described under the forecasts of consolidated operating results, it is anticipated that net sales and operating income will surpass the forecasts announced earlier by 590 million yen and 340 million yen respectively, and ordinary income and net income are expected to beat the forecasts published earlier by 350 million yen and 230 million yen respectively.

### (3) Forecasts for the non-consolidated full-year operating results (April 1, 2010 to March 31, 2011)

Despite the aforementioned adjustments, the forecasts for the non-consolidated full-year operating results which were announced on April 30, 2010 together with the non-consolidated operating results for the previous fiscal year are not adjusted, given the severe management environment and other factors expected for the second half of the current fiscal year and thereafter.

\*Note: The above forecasts of operating results are based on information available to management as of the date hereof. Actual results may differ from the projected figures due to various factors.

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