

(Translation)

April 23, 2010

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 Whole-Year Operating Results (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"), has made an announcement concerning adjustment to the forecasts of whole-year operating results for the year ending March 31, 2010 publicized on January 27, 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 of TMS Entertainment, Ltd.
"Notice of Adjustment to the Forecasts of Whole-Year Operating Results
(Non-Consolidated) for the Year Ending March 31, 2010">>

- END -

(Translation)

April 23, 2010

Dear Sirs,

Name of Company: TMS Entertainment, Ltd.
Name of Representative: Hideki Okamura,
President and Representative Director
(Code No. 3585, Nagoya Stock Exchange 2nd Section)
Further Inquiry: Katsuhiro Yamada,
Managing Director and Division
Manager, Administration
Division
(TEL: 03-5322-8021)

Notice of Adjustment to the Forecasts of Whole-Year Operating Results
(Non-Consolidated) for the Year Ending March 31, 2010

Notice is hereby given that TMS Entertainment, Ltd. (the “Company”), has made an announcement concerning adjustment to the forecasts of its whole-year operating results for the year ending March 31, 2010 (from April 1, 2009 to March 31, 2010) publicized on January 27, 2010 as described below.

Description

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

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

(Unit: million yen unless otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously publicized forecast (A)	9,200	170	360	160	4.09
Adjusted forecast (B)	9,300	260	440	200	5.00
Amount of increase or decrease (B-A)	100	90	80	40	—
Rate of increase or decrease (%)	1.1%	52.9%	22.2%	25.0%	—
(For reference) Operating results for the previous year (from April 1, 2008 to March 31, 2009)	11,556	223	288	388	9.32

(2) Reason for the adjustment

Net sales are expected to increase by ¥100 million from the previously publicized forecasts due to the increase in license sales for amusement machine in the animation business.

Operating income, ordinary income and net income are expected to increase by ¥90 million, ¥80 million yen and ¥40 million yen respectively from previously publicized forecast thanks to above mentioned sales increase.

Although the Company adjusted forecast of whole year non-consolidated operating results as mentioned above, forecast of whole year consolidated operating results are unchanged due in part to decrease in film production in the Animation business at consolidated subsidiary.

(Note) The above forecasts of operating results are made based on information available to management as of the date hereof. In the future, actual results may differ from the projected figures due to various factors.

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