

(Translation)

October 3, 2006

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi,  
Chairman, President and  
Representative Director

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiry: Michael Masakimi Hotta,  
Executive Officer  
(TEL: 03-6215-9955)

**Notice of Acquisition of Additional Shares of Sanrio Company, Ltd.**

SEGA SAMMY HOLDINGS INC. (Head office: Minato-ku, Tokyo, Chairman, President and Representative Director: Hajime Satomi; hereinafter the "Company") acquired additional 6,149,900 shares of Sanrio Company, Ltd. (Head office: Shinagawa-ku, Tokyo, President and Representative Director: Shintaro Tsuji; hereinafter "Sanrio") through market trading. Consequently, the shares of Sanrio held by the Company totaled 12,276,800 shares (shareholding ratio: 13.77%).

The Company places a high value on the quality content owned by Sanrio, and believes the stock represents an attractive investment value at current price levels. As described in the report on large shareholders filed on October 3, 2006, the said shares of Sanrio were acquired solely for investment purposes.

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