

(Translation)

January 31, 2011

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 Executive
 Office and Communications Office
 (TEL: 03-6215-9955)

Notice Concerning the Determination of the Exercise Price for Stock Options (Stock Acquisition Rights) Issued to Directors and Employees of the Company's Subsidiary

SEGA SAMMY HOLDINGS INC. ("the Company") hereby announces that the exercise price for stock acquisition rights and other related items in connection with *Notice of Issuance of Stock Options (Stock Acquisition Rights) to Directors and Employees of the Company's Subsidiary* resolved at the meeting of the Board of Directors on December 24, 2010 have been determined.

1. Exercise price of stock acquisition rights

Per stock acquisition right: 175,300 yen (1,753yen per share)

2. Total issue price

813,392,000 yen

3. Matters concerning the increase in capital stock and legal capital surplus in the event that shares are issued due to the exercise of stock acquisition rights

(1) Amount of increase in capital stock: 1,070 yen per share

(2) Amount of increase in legal capital surplus: 1,069 yen per share

4. Number and breakdown of parties allotted stock acquisition rights

Subsidiary directors	12 persons	1,850 rights
Subsidiary executive officers	6 persons	340 rights
Subsidiary employees	151 persons	2,450 rights

[Reference]

1. Date of the resolution by the Board of Directors concerning the determination of issuance of stock acquisition rights: December 24, 2010
2. Allotment date of stock acquisition rights: February 1, 2011
3. Exercise period of stock acquisition rights: From February 2, 2013 to February 1, 2015

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