

(Translation)

March 15, 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 Group
Communications Office
(TEL: 03-6215-9955)

Notice Regarding the Impact of the Earthquake in the Pacific Coast of the Tohoku Region

SEGA SAMMY HOLDINGS INC. (the "Company") extends its deepest sympathies and condolences to all those who have suffered as a result of the Earthquake in the Pacific Coast of the Tohoku Region which occurred on March 11, 2011.

Notice is hereby given of the impact of the earthquake on the Company's Group, as described below.

1. Concerning damage and response

(1) Human casualties

We are currently collecting information and investigating the conditions of possible human casualties.

(2) Amusement center conditions

Regarding the amusement centers operated by the Group, amusement centers in East Japan will suspend operations for confirmation of safety and other reasons.

In addition, the resumption of operation has not been decided yet, but the operating hours of the amusement centers in the jurisdiction of Tohoku Electric Power and Tokyo Electric Power will be shortened for the time being after the resumption as a response to the shortage of supply of electricity..

For amusement centers in areas where rolling blackouts are to be conducted, operating hours will be shortened or operations will be temporarily suspended, according to the impact of blackouts.

Thank you for your cooperation and understanding.

2. Concerning impact on business results

The Company is currently investigating the impact caused by this earthquake and will promptly disclose any information in the event any matters of significant impact are confirmed.

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