

(Translation)

September 12, 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 Completion of Acquisition of Treasury Stock Held by Subsidiary

SEGA SAMMY HOLDINGS INC. (the "Company") announced the completion of acquisition of treasury stock held by the subsidiary in accordance with the resolution of the Board of Directors' meeting held on August 31, 2011, pursuant to Article 156 and Article 163 of the Companies Act of Japan, as described below. The details of acquisition of treasury stocks were as publicized on August 31, 2011.

Description

1. Name of Subsidiary Sammy Corporation
2. Details of the acquisition of treasury stocks
 - (1) Type of shares acquired: Common shares of the Company
 (Ratio to total number of shares outstanding (excluding treasury stocks): - %)
 - (2) Total number of shares acquired: 114 shares
 - (3) Total acquisition costs : 188,898 yen
 - (4) Date of acquisition: August 31, 2011
 - (5) Method of acquisition: Direct deal

(Reference) Number of treasury stocks held as of September 12, 2011

Total number of shares outstanding (excluding treasury stocks): 251,142,891 shares
 Total number of treasury stocks: 15,086,585 shares

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