

(Translation)

November 4, 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 Sale of Shares of Untraceable Shareholders

SEGA SAMMY HOLDINGS INC. (the "Company") resolved the sale of shares of untraceable shareholders with undeliverable addresses in accordance with Article 197, paragraph 1 of the Companies Act of Japan as described below.

Description

1. List of shareholders whose shares would be sold

List of shareholders whose shares would be sold will be notified on November 7, 2011 by electronic public notice in the Company's website in accordance with Article 198 of the Companies Act of Japan. (<http://www.segasammy.co.jp/japanese/etc/notice>)

*Untraceable shareholders with undeliverable addresses are Shareholders which both notices and demands sent to the addresses shown in the shareholders list have not been received for five years continuously or more and ones which no dividend has been collected for five years continuously.

2. Schedule

November 7, 2011: Public notice and demands for objection to sale of shares owned by untraceable shareholders with undeliverable addresses

February 7, 2012: Due date of making objections by untraceable shareholders with undeliverable addresses

February 8, 2012 or later: Sale of such shares

*Share of untraceable shareholders with undeliverable addresses are planned to be bought by the Company after both public notice and demands and after the completion of the public notice period.

3. Contact address

Shareholders registry administrator: Mitsubishi UFJ Trust and Banking Corporation

Address: 7-10-11, Higashisuna, Koto-ku, Toyko 137-8081, Japan

Securities Agent Department, Mitsubishi UFJ Trust and Banking Corporation

Telephone: +81-3-5683-5111

- END -