

(Translation)

March 5, 2015

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.
 Name of Representative: Hajime Satomi
 Chairman, President and Representative Director (CEO)
 (Code No. 6460, Tokyo Stock Exchange 1st Section)
 Further Inquiry: Seiichiro Kikuchi
 Executive Officer
 Division Manager,
 Group Executive Office
 (TEL: 03-6215-9955)

Notice Regarding Acquisition of Treasury Stocks

(Based on Articles of Incorporation Pursuant to Article 165 Paragraph 2 of the Companies Act of Japan)

SEGA SAMMY HOLDINGS INC. (the "Company") announced that it has acquired treasury stocks in accordance with the resolution of the Board of Directors' meeting held on February 12, 2015 concerning acquisition of treasury stocks pursuant to the provisions of Article 165 Paragraph 3 of the Companies Act of Japan by replacing the provisions stipulated in Article 156 of the same law, as described below.

(1) Acquisition period	From February 18, 2015 through February 27, 2015 (execution basis)
(2) Total number of shares acquired	2,192,500 shares
(3) Total acquisition costs	3,936,301,400 yen
(4) Method of acquisition	Purchase in the market through a trust bank

(Reference) Details of Board of Directors resolution about acquisition on February 12, 2015

(1) Type of shares to be acquired	Common shares of the Company
(2) Total number of shares to be acquired	10,000,000 shares (upper limit) (Ratio to total number of issued and outstanding shares (excluding treasury stocks): 4.09%)
(3) Total acquisition costs	20 billion yen (upper limit)
(4) Acquisition period	From February 18, 2015 through May 29, 2015
(5) Progress	(As of February 27, 2015) <ul style="list-style-type: none"> • Total number of shares acquired 2,192,500 shares • Total acquisition costs 3,936,301,400 yen

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