

(Translation)

March 8, 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 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 December 1, 2010 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 1, 2011 through February 28, 2011 (execution basis)
(2) Total number of shares acquired	5,774,700 shares
(3) Total acquisition costs	10,468,772,700 yen
(4) Method of acquisition	Purchase in the market through a trust bank

(Reference) Details of Board of Directors resolution about acquisition on December 1, 2010

(1) Type of shares to be acquired	Common shares of the Company
(2) Total number of shares to be acquired	14,000,000 shares (upper limit) (Ratio to total number of issued and outstanding shares (excluding treasury stocks): 5.26%)
(3) Total acquisition costs	25 billion yen (upper limit)
(4) Acquisition period	From December 2, 2010 through June 30, 2011
(5) Progress	(As of February 28, 2011) <ul style="list-style-type: none"> • Total number of shares acquired 12,248,400 shares • Total acquisition costs 21,154,495,600 yen

- END -