

(Translation)

September 6, 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 August 1, 2011 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 August 1, 2011 through August 31, 2011 (execution basis)
(2) Total number of shares acquired	4,747,500 shares
(3) Total acquisition costs	7,827,516,100 yen
(4) Method of acquisition	Purchase in the market through a trust bank

(Reference) Details of Board of Directors resolution about acquisition on August 1, 2011

(1) Type of shares to be acquired	Common shares of the Company
(2) Total number of shares to be acquired	5,000,000 shares (upper limit) (Ratio to total number of issued and outstanding shares (excluding treasury stocks): 1.99%)
(3) Total acquisition costs	10 billion yen (upper limit)
(4) Acquisition period	From August 1, 2011 through October 31, 2011
(5) Progress	(As of August 31, 2011) <ul style="list-style-type: none"> <li>• Total number of shares acquired 4,747,500 shares</li> <li>• Total acquisition costs 7,827,516,100 yen</li> </ul>

- END -