

(Translation)

December 1, 2010

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
Communications Office
(TEL: 03-6215-9955)

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

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on December 1, 2010, resolved that the Company would acquire 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.

Description

1. Reasons for the acquisition of treasury stocks

The acquisition of treasury stocks will be conducted in an aim to enhance capital efficiency and prepare for strategic capital policies.

2. Details of the acquisition of treasury stocks

- (1) Type of shares to be acquired: Common shares
- (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

(Reference) Number of treasury stocks held as of November 30, 2010

Total number of issued and outstanding shares (excluding treasury stocks):

265,886,227 shares

Total number of treasury stocks: 17,343,249 shares

(Note) As publicized on December 1, 2010, the Company plans to cancel 17,000,000 shares on December 10, 2010 of the treasury stocks that it holds as of December 1, 2010.

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