

[Translation]

August 31, 2012

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 Inquiries: Seiji Shintani,
Executive Officer
General Manager of Group
Executive Office and Group
Communications Office
(TEL: 03-6215-9955)

**Notice of Determination on Exercise Price of
Stock Options (Stock Acquisition Rights) for Directors of the Company**

Notice is hereby given that the formerly-pending exercise price for stock acquisition rights and other matters detailed in the “Notice of Issuance of Stock Options (Stock Acquisition Rights) to Directors of the Company” resolved at the meeting of the Company’s Board of Directors held on July 31, 2012, have been finalized. The details are described below.

Particulars

1. Price of assets to be contributed upon exercise of a stock acquisition right
168,600 yen per stock acquisition right (1,686 yen per share)
2. Matters concerning the increase in stated capital and capital reserves in the event that shares are issued due to the exercise of stock acquisition rights
 - (1) Amount of increase in stated capital: 959 yen per share
 - (2) Amount of increase in capital reserves: 958 yen per share
3. Parties to whom stock acquisition rights are to be allotted and number of parties
Company directors: Five Rights: 2,500

Reference

1. Date of submission to meeting of the Board of Directors for submission to Ordinary

General Meeting of Shareholders:
May 11, 2012

2. Date of resolution by Ordinary General Meeting of Shareholders:
June 19, 2012
3. Date of resolution by meeting of the Board of Directors for determination on issuance of stock acquisition rights:
July 31, 2012
4. Date of allotment of stock acquisition rights:
September 1, 2012
5. Exercise period of stock acquisition rights:
September 2, 2014 to September 1, 2016

End