

(Translation)

July 30, 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 Concerning the Determination of the Exercise Price for Stock Options (Stock Acquisition Rights) Issued to Directors of the Company's Subsidiaries and Employees of the Company and the Company's Subsidiaries

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SEGA SAMMY HOLDINGS INC. ("the Company") hereby announces that the exercise price for stock acquisition rights and other related items in connection with *Notice of Issuance of Stock Options (Stock Acquisition Rights) to Directors of the Company's Subsidiary and Employees of the Company and the Company's Subsidiary* resolved at the meeting of the Board of Directors on June 30, 2010 have been determined.

1. Exercise price of stock acquisition rights

Per stock acquisition right: 131,200 yen (1,312 yen per share)

2. Total issue price

4,484,153,600 yen

3. Matters concerning the increase in capital stock and legal capital surplus in the event that shares are issued due to the exercise of stock acquisition rights

(1) Amount of increase in capital stock: 809 yen per share

(2) Amount of increase in legal capital surplus: 809 yen per share

4. Number and breakdown of parties allotted stock acquisition rights

Company executive officers	3 persons	320 rights
Company employees	11 persons	255 rights
Subsidiary directors	8 persons	1,140 rights
Subsidiary executive officers	22 persons	2,156 rights
Subsidiary employees	1,831 persons	30,307 rights

[Reference]

1. Date of the resolution by the Board of Directors concerning the determination of issuance of stock acquisition rights: June 30, 2010
2. Allotment date of stock acquisition rights: July 31, 2010
3. Exercise period of stock acquisition rights: From August 1, 2012 to July 31, 2014

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