

(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

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* resolved at the meeting of its 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

225,664,000 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

Director of the Company	4 persons	1,720 rights
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[Reference]

1. Date of the resolution by the Board of Directors to bring a proposition for the approval of the issuance of stock acquisition rights to Directors of the Company before the Ordinary General Meeting of Shareholders of the Company: May 14, 2010

2. Date of the resolution by the Ordinary General Meeting of Shareholders of the Company: June 23, 2010
3. Date of the resolution by the Board of Directors concerning the determination of issuance of stock acquisition rights: June 30, 2010
4. Allotment date of stock acquisition rights: July 31, 2010
5. Exercise period of stock acquisition rights: From August 1, 2012 to July 31, 2014

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