

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.
 Name of Representative: Hajime Satomi,
 Chairman, President and Representative
 Director

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiry: Michael Masakimi Hotta,
 Executive Officer
 (TEL: 03-6215-9955)

Notice of Revision to Interim Forecasts for the Fiscal Year Ending March 2008

Notice is hereby given that the forecast for the interim period of the fiscal year ending March 2008 (April 1st, 2007 ~ March 31st, 2008) as announced on May 11th, 2007 has been revised as follows.

Interim forecast (April 1st, 2007 ~ September 30th, 2007)

(Units: Yen Million, %)	Net Sales	Operating Profit	Ordinary Profit	Interim Net Income
Initial Forecast (A)	310,000	14,000	13,000	(5,000)
Revised Forecast (B)	230,000	(7,000)	(6,500)	(21,500)
Difference (B - A)	(80,000)	(21,000)	(19,500)	(16,500)
% Difference	(25.8%)	—	—	—
(Reference) Prior Fiscal Year Interim Results	283,551	62,931	66,029	37,997

< Reasons for Revision >

In the interim period of the current fiscal year, the total unit sales of pachislot machines is expected to be 310 thousand, below the forecast of 486 thousand, due to delays in obtaining approvals for main titles. In the pachinko machine sales business, with the aim of ensuring the increased quality of the titles, some pachinko machine product launches were delayed, and sales in the interim period are now forecast to be 57 thousand units, below the initial forecast of 127 thousand units. Additionally, the number of units being introduced under the rental plan, which is being offered for a limited time as a measure of industry cooperation, have tracked above forecast. As revenue is recognized on an ongoing basis under the rental plan, this has led to an initial decline in average revenue per machine. Due to the aforementioned reasons, it is expected that net sales and profits in the pachinko pachislot business will fall below expectations in the interim period. Results in the amusement machines business have been firm. In the amusement facilities and consumer businesses, net sales are expected to come in below initial forecast levels.

As a result of the above, net sales are expected to fall 80 billion Yen below forecast to 230 billion Yen. With major products and services in businesses such as our consumer segment being slated for release in the second half, while certain associated costs are being booked in the first half, combined with the expectation of only 12 billion yen in operating profit in the pachinko pachislot business, interim period operating loss is expected to be 7 billion Yen, and interim period ordinary loss 6.5 billion Yen. After the impact of other factors including corporate tax, the interim period net loss is expected to be 21.5 billion Yen. The expected interim dividend is unchanged from the initial forecast of 30 Yen per share.

In light of our adjusted forecast for the interim period, factors including expectations that it will continue to take time to obtain approvals for major titles in the pachinko pachislot business, and a difficult operating

environment, the full year forecast is currently being reviewed and updated figures are planned to be announced upon completion of the review.

(Note) The above forecasts of operating results are made based on the assumptions, prospects and plans for the future available as of the date hereof and involve risks and uncertainties. The actual results may differ from the forecasted figures due to various material factors.

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