

February 29, 2008

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 Inquiry: Takatoshi Akiba,
Executive Officer
(TEL: 03-6215-9955)

Notice of Dissolution of Subsidiary by the Company's Subsidiary

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company") and SEGA CORPORATION. ("SEGA"), a subsidiary of the Company, have determined to dissolve SEGA's subsidiary, Sammy Europe Limited, as described below:

Description

1. Outline of the subsidiary:

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|------------------------------|---|
| (1) Company Name: | Sammy Europe Limited |
| (2) Location of head office: | 27 Great West Road, Brentford, Middlesex, TW8 9BW, UK |
| (3) Representative: | Paul Williams |
| (4) Business: | Importing, Exporting and Domestic Sales of Amusement machines |
| (5) Establishment: | March 26, 2001 |
| (6) Capital: | £ 1,391,660 |
| (7) Shareholder: | Sega Holdings Europe Ltd. 100% |
| (8) Schedule of Dissolution: | The date of dissolution is not fixed yet. The liquidation procedure is to be taken promptly after resolution for dissolution at Sammy Europe Limited. |

2. Reason for the dissolution:

We determined this dissolution for global business optimization.

3. Impact on operating results:

The said dissolution will have no significant impact on the Company's consolidated operating results.

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