

March 28, 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, Sega Korea Ltd., as described below:

Description

1. Outline of the subsidiary:

- |                              |  |
|------------------------------|--|
| (1) Company Name:            | Sega Korea Ltd.  |
| (2) Location of head office: | 4F ISA Bldg, 600-1 Sinsa-Dong, Gangnam-Gu, Seoul, 135-893 Korea  |
| (3) Representative:          | Yasutaka Sato  |
| (4) Business:                | Domestic Distribution and Sales of Consumer videogame software<br>Sales and Rental business of Amusement machines<br>Operation of Amusement facilities |
| (5) Establishment:           | February 12, 2003  |
| (6) Capital:                 | ₩ 5,276,000,000  |
| (7) Shareholder:             | SEGA CORPORATION 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 Sega Korea Ltd.        |

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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