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June 27, 2011

Hajime Satomi
Chairman of the Board and Chief Executive Officer
SEGA SAMMY HOLDINGS INC.
Shiodome Sumitomo Building,
1-9-2 Higashi Shimbashi, Minato-ku, Tokyo, Japan

Dear Shareholders:

Results of Exercise of Voting Rights at the 7th Ordinary General Meeting of Shareholders held on June 23, 2011

SEGA SAMMY HOLDINGS INC. announces the results of exercise of voting rights at the 7th Ordinary General Meeting of Shareholders held on June 23, 2011.

Details

1. Date of the General Meeting of Shareholders

June 23, 2011

2. Details of the Matters for Resolution

Proposal 1: To amend certain parts of the Articles of Incorporation

Proposal 2: To elect six (6) Directors

Messrs. Hajime Satomi, Keishi Nakayama, Okitane Usui, Hisao Oguchi, Yuji Iwanaga and Takeshi Natsuno will be elected as Directors.

3. Numbers of voting rights that were exercised as the manifestation of the intention of approval, disapproval or abstention for the matters for resolution; requirements for adoption thereof; and resolution results thereof

Matter for resolution	Approved	Disapproved	Abstained	Resolution result	
				Approval rate	Approved or disapproved
Proposal 1:	1,887,743	1,322	878	98.36%	Approved
Proposal 2:					
Mr. Hajime Satomi	1,883,977	5,345	901	98.16%	Approved
Mr. Keishi Nakayama	1,883,688	5,634	901	98.15%	Approved
Mr. Okitane Usui	1,883,718	5,604	901	98.15%	Approved
Mr. Hisao Oguchi	1,883,768	5,554	901	98.15%	Approved
Mr. Yuji Iwanaga	1,884,052	5,270	901	98.17%	Approved
Mr. Takeshi Natsuno	1,795,675	93,645	901	93.56%	Approved

Notes:

(1) The number of voting rights held by the shareholders who were entitled to exercise their voting rights at this General Meeting of Shareholders (the "Meeting") was 2,491,425.

(2) The requirements for adoption of the proposals are as follows:

For Proposal 1, the requirements for adoption are that: (i) the shareholders holding one third or more of

voting rights of the shareholders who are entitled to exercise their voting rights are present at the Meeting, and (ii) two thirds or more of voting rights of such shareholders present at the Meeting approve the proposal.

For Proposal 2, the requirements for adoption are that: (i) the shareholders holding one third or more of voting rights of the shareholders who are entitled to exercise their voting rights are present at the Meeting, and (ii) a majority of voting rights of such shareholders present at the Meeting approve the proposal.

(3) The approval rate is a ratio of the number of affirmative voting rights to the number of voting rights of the shareholders present at the Meeting (total of those exercised prior to the date of the Meeting and at the Meeting [including those of the shareholders who have left the room before the conclusion of the Meeting]).

(4) In calculating the approval rate, the number of voting rights of the shareholders whose manifestation of intention was deemed void was included in the number of voting rights of the shareholders present at the Meeting.

4. Reason why a portion of the number of voting rights of the shareholders present at the Meeting was not included in the calculation

By taking into account the number of voting rights exercised prior to the date of the Meeting and the number of voting rights of a portion of the shareholders present at the Meeting for which intention of approval or disapproval was confirmed, the requirements for adoption of all the matters for resolution were satisfied and the resolutions were legally reached in compliance with the Companies Act. Therefore a portion of the number of voting rights was not included in the calculation.