

(Translation)

March 29, 2011

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 Executive  
Office and Group Communications  
Office  
(TEL: 03-6215-9955)

Notice Regarding Support for Victims and Affected Areas of the Tohoku - Pacific Ocean Earthquake

SEGA SAMMY HOLDINGS INC. extends its deepest sympathies and condolences to all those who have suffered as a result of the Tohoku - Pacific Ocean Earthquake that occurred on March 11, 2011.

Notice is hereby given that the SEGA SAMMY Group has decided to extend support to assist relief for victims and reconstruction efforts in affected areas as attached.

We pray for the swift reconstruction of the affected areas.

<<Attached material: Press release of SEGA SAMMY HOLDINGS INC.  
“Notice Regarding Support to Victims and Affected Areas of the Tohoku Pacific Ocean  
Earthquake ~Support by SEGA SAMMY Group and Its Group Companies~”>>

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For Immediate Release

## SEGA SAMMY HOLDINGS INC.

Notice Regarding Support for Victims and Affected Areas of the Tohoku - Pacific Ocean Earthquake  
 ~ Support by SEGA SAMMY Group and Its Group Companies ~

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SEGA SAMMY HOLDINGS INC. extends its deepest condolences to all those who have become victims of the Tohoku - Pacific Ocean Earthquake and its deepest sympathies to all those who have suffered, their families and parties concerned.

SEGA SAMMY Group and its group companies are conducting the following support activities to assist the relief for victims and reconstruction of affected areas of the recent earthquake.

SEGA SAMMY Group has been making donations and implementing fundraising to collect money from employees. In addition, the Group is engaging in support activities together with customers by having our loyal customers participate in our support activities through the sales of the Group's product and services. The circle of these activities, such as fundraising through purchase of game titles provided to iPhone, etc., have already expanded beyond Japan to overseas.

SEGA SAMMY Group will continue its efforts to support victims and help reconstruction of the affected areas as a result of this unprecedented disaster that has struck Japan.

We pray for the swift reconstruction of the affected areas.

■ Key Efforts by Respective SEGA SAMMY Group Companies

Company Name	Key Efforts
SEGA SAMMY Group	<ul style="list-style-type: none"> <li>• Donation of 200 million yen through NGO Japan Platform</li> <li>• Implement fundraising activities to collect money from SEGA SAMMY Group employees</li> </ul>
SEGA CORPORATION	<ul style="list-style-type: none"> <li>• Donation by SEGA and its U.S. and European subsidiaries through Red Cross all profits from purchases of some game titles provided to iPhone/iPod touch/iPad in Japan and overseas during the campaign period [USD \$250,000 (approximately 20 million yen: calculated with USD=80yen) ]</li> <li>• Donate part of sales at all amusement facilities and theme parks operated by the company</li> <li>• Donate part of the company's sales of four arcade game machines under the revenue sharing model</li> <li>• Implement fundraising through sales of exclusive items, etc. for 10 titles subject to various online title services</li> </ul>
Sammy Networks, Co., Ltd.	<ul style="list-style-type: none"> <li>• Implement fundraising using services for online games for PCs, "777 Town.net" and mobile phones, "Sammy 777 Town"</li> </ul>
TAIYO ELEC Co., Ltd.	<ul style="list-style-type: none"> <li>• Donation of 10 million yen through Japanese Red Cross Society</li> </ul>
DARTSLIVE Co., Ltd.	<ul style="list-style-type: none"> <li>• Donation of 10 million yen through Japanese Red Cross Society</li> </ul>

SEGA Bee LINK Co., LTD.	• Donate part of sales at all facilities operated by the company
	• Install donation boxes at dining/entertainment facilities (Bee, KABURA, BeeRUSH) nationwide
REALUS INC.	• Implement fundraising using points on Web service “yosoo.net” for donation to Japanese Red Cross Society
	• Implement fundraising using points on Web service “Point-Box”
OASIS PARK Co., Ltd.	• Install donation boxes at its Oasis Park facility (Kakamigahara City, Gifu Prefecture)
SEGA SAMMY Baseball Club (Our Corporate Baseball team)	• Donation through Hachioji City by implementing street fundraising
Shigeki Maruyama (Professional golfer sponsored by SEGA SAMMY)	• Fundraising for donations
	• Set up water stations and opened public bath house free of charge at 58 Golf Club (Yaita City, Tochigi Prefecture)

- \* For specifics of the respective efforts of each SEGA SAMMY Group company, please refer to the individual websites of the Sega Sammy Group companies.
- \* Aside from the above, the SEGA SAMMY Group plans to donate products (toys, etc.) in the future.
- \* The company and product names appearing herein are the registered trademarks or trademarks of the relevant parties

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