

(Translation)

November 2, 2012

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: Seiji Shintani,
 Executive Officer
 General Manager of Group
 Executive Office and Group
 Communications Office
 (TEL: 03-6215-9955)

Notice Regarding Differences between the Forecast of First Half
 Consolidated Operating Results and the Actual Results

SEGA SAMMY HOLDINGS INC. (the "Company"), hereby announced the differences between the forecast of its first-half consolidated operating results for the year ending March 31, 2013 publicized on October 15, 2012 and actual results for the same period announced today, as described below.

Description

●Differences between the forecast of first-half consolidated operating results and actual results for the year ending March 31, 2013 (from April 1, 2012 to September 30, 2012)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously publicized forecast (A)	136,000	6,000	5,000	2,000	8.12
Actual results (B)	136,583	7,892	7,295	3,874	15.74
Amount of increase or decrease (B-A)	583	1,892	2,295	1,874	—
Rate of increase or decrease (%)	0.4	31.5	45.9	93.7	—
(For reference) Operating results for the first-half of the previous year (from April 1, 2011 to September 30, 2011)	152,602	15,181	14,716	3,980	15.79

(Unit: million yen unless otherwise indicated)

[Reasons for variance]

As for first-half consolidated operating results for the fiscal year ending March 31, 2013, operating income, ordinary income and net income exceeded previously announced projections as operating expense such as advertising expenses and R&D expense decreased.

As for the forecast of full year consolidated operating results for the year ending March 31, 2013, the Company will need to assess sales trends for mainstay products that are slated to go on sale in and after the third quarter. The Company will promptly announce the forecast as soon as the outlook becomes clear.

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