

(Translation)

October 15, 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 of Adjustment to the Forecast of First-Half Consolidated
 Operating Results for the Year Ending March 31, 2013

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the "Company"), in consideration of the recent development of its business performance, has made an adjustment to the forecast of its first-half consolidated operating results for the year ending March 31, 2013 publicized on May 11, 2012 as described below:

Description

●Details of Adjustment to the Forecast

Adjustment to the forecast of first-half consolidated operating 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)	163,000	2,500	2,000	3,500	14.22
Adjusted forecast (B)	136,000	6,000	5,000	2,000	8.12
Amount of increase or decrease (B-A)	(27,000)	3,500	3,000	(1,500)	—
Rate of increase or decrease (%)	(16.6)	140.0	150.0	(42.9)	—
(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 the adjustment]

After reviewing the sales schedule of some pachislot machines and given the weak performance of the pachinko machine sales market in the Pachislot and Pachinko Machine Business, the pachislot machine sales volume for the first half of the year ending March 31, 2013 is projected to be about 108,000 units (previously publicized forecast: 179,000 units), and the pachinko machine sales volume is projected to be about 57,000 units (previously publicized forecast: 103,000 units). In the Consumer Business, on the other hand, sales of packaged software were strong. In addition, the number of registered IDs for online RPG “Phantasy Star Online 2” for which service started in July surpassed one million and earnings from the service are exceeding projections. However, this was not enough to make up for the earnings in the Pachislot and Pachinko Machine Business. As a result, consolidated net sales is projected to fall below the previously publicized forecast.

However, operating income and ordinary income are projected to exceed the previously publicized forecast. The profit margin in the Pachislot and Pachinko Machine Business improved due to cost improvement measures centered on the reuse of components. In addition, in the Consumer Business, the sales increase effect due to robust sales being recorded in the packaged software field, and some R&D expenses, content production expenses and advertising expenses, which were initially planned to be posted in the first half, will be posted in the second half. Quarterly net income is projected to fall short of previously publicized forecast due to an increase of tax expenses after reviewing the estimated effective corporate tax rate.

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.

(Note) The above forecasts of operating results are made based on information available to management as of the date hereof. In the future, actual results may differ from the projected figures due to various factors.

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