

(English Translation)

February 20, 2007

Dear Sirs,

Name of Company SEGA SAMMY HOLDINGS INC.
Chairman, President and
Name of Representative Representative Director
Hajime Satomi
(Code No. 6460, Tokyo Stock
Exchange 1st Section)
Executive Officer
Further Inquiry Michael Masakimi Hotta
(T E L : 0 3 - 6 2 1 5 - 9 9 5 5)

Information regarding the acquisition of land for the development of an entertainment complex in the Central Ward of the Minato Mirai 21 development zone:

As was announced on February 22, 2006 SEGA SAMMY HOLDINGS INC.'s subsidiary SEGA CORPORATION (President, Representative Director and COO: Hisao Oguchi, Head office: Ota-ku, Tokyo) has been considering developing a complex focused on entertainment in the Central Ward of the Minato Mirai 21 development project in the City of Yokohama in Kanagawa prefecture, and was selected as the institution planning to conduct business in blocks 55·56·57·58 of the Central Ward of the Minato Mirai 21 development zone.

SEGA CORPORATION has, as of February 20, 2007, concluded a land purchase contract with the landholder, Yokohama City Land Development Corporation, for blocks 55·56·57 of the Central Ward within the Minato Mirai 21 development zone. Planning and development of the facility, as well as the related financial planning will be considered in detail and in coordination with the City of Yokohama going forward.

Regarding block 58, the land sales contract is expected to be concluded in the spring of 2008, construction is expected to begin in the Fall of 2008, and the completion of construction and opening of the facility is planned to take place around the Spring of 2011.

Overview of land in blocks 55·56·57 of the Central Ward in "Minato Mirai 21"

Site Area	28,000 m ² (41,000 m ² including Block 58)
Site Purchase Cost	JPY 22.6 Billion (JPY 33 Billion including Block 58)
Purpose of Site Purchase	The development of a complex focused on entertainment
Schedule	February 20th, 2007: Conclusion of land sales contract for blocks 55·56·57 2008 Spring: Conclude land sales contract for Block 58 (Planned) 2008 Fall: Begin construction(Planned) 2011 Spring: Completion of construction, Open (Planned)