

January 9, 2008



The **BANK**
of **NEW YORK**

SECURITIES SERVICING
DEPOSITARY RECEIPTS

Cautionary Notice

ATTENTION: International Research, Sales, Trading and Operations Staff

SEGA SAMMY HOLDINGS INC.

Country:	Japan
Symbol:	SGAMY
CUSIP Number:	815794102
Exchange:	OTC
Ratio:	4 ADR : 1 Ordinary Shares

SEGA SAMMY HOLDINGS INC.'s DR Program has nearly reached the SEC Form F-6 DR Registration Limit.

Deposits are subject to prior direct communication with the Depositary and confirmation of availability.

This Cautionary Notice is for general informational purposes only. The Depositary maintains the right to close and/or reopen the transfer books for this or any other DR program for issuance or any other activity at any time and from time to time without prior notice. The Depositary does not undertake any obligation to update or amend this Cautionary Notice, and expressly disclaims any responsibility or liability for use of or reliance on this information.

To learn more about ADRs and issuer programs, please call our marketing desks:

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