Issuer Services DEPOSITARY RECEIPTS

January 12, 2010

Books Closed / Open Announcement

ATTENTION: International Research, Sales, Trading and Operations Staff

SEGA SAMMY HOLDINGS INC.

DR	Name:	SEGA SAMMY

Symbol: SGAMY
CUSIP Number: 815794102

Exchange: OTC

Ratio: 4 ADR: 1 Ordinary Shares

Country: Japan

Books Closed: Books Open: 1/12/2010

Transaction	Status	Reason(s)
Issuance	Open	Books Re-opened
Cancellation		

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

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