



July 2, 2009

Name of listed company: NAMCO BANDAI Holdings Inc.
Name of representative: Shukuo Ishikawa, President and Representative Director
(Code Number: 7832 TSE 1st section)
Contact: Yuji Asako, Executive Officer, Corporate Planning Division

Notice Regarding the Acquisition of Shares in a Subsidiary (Additional Announcement)

As announced in the “Notice of making Distribution Partners subsidiary by acquiring its shares” on March 25, 2009, the BANDAI NAMCO Group received advance notice from Atari Europe SAS (FRANCE / Represented by David GARDNER; hereafter “Atari Europe”), a subsidiary of Atari SA (FRANCE / Represented by David GARDNER), that it would elect to exercise put options and sell 66% of the shares of Distribution Partners S.A.S. (FRANCE / Represented by Patrick STAAR; hereafter “Distribution Partners”) held by Atari Europe to the BANDAI NAMCO Group in accordance with the Share Purchase Agreement.

Following the subsequent negotiations between the BANDAI NAMCO Group and Atari Europe, the Company resolved at a meeting of the Board of Directors held on June 22, 2009 to amend the Share Purchase Agreement and acquire 66% of the shares of Distribution Partners, subject to the approval of Atari Europe based on a future resolution.

Consequently, the Company announces that NAMCO BANDAI Games Europe S.A.S. (FRANCE / Represented by Shusuke TAKAHARA), the Company’s subsidiary, and Atari Europe agreed in France to amend the Share Purchase Agreement on July 1, 2009. The Company also announces that, upon the share transfer, Distribution Partners will become the Company’s wholly owned subsidiary.

1. Purpose

The BANDAI NAMCO Group aims to strengthen its overseas operations as one of its medium to long-term business strategies. The Group has been outsourcing game software distribution in Europe to outside partners on the basis of individual titles. Through this investment, the Group aims to bolster its game content operations in Europe by developing its own distribution channels.

2. Overview of new subsidiary

Company Name	Distribution Partners S.A.S. (*)
Representative	President / Director General, Patrick STAAR
Location	Lyon, FRANCE
Establishment date	December 23, 2008
Business activities	Distribution of products for Video Games, PC and other electronic devices
Fiscal year end	March
Number of employees	252 (as of the end of May 2009)
Capital	35,037,000 euros
Total issued shares	35,037,000 shares
Major shareholders and their share percentages	NAMCO BANDAI Games Europe: 100%

* Company Name will be changed to “NAMCO BANDAI Partners S.A.S.” in the near future.

3. Number and value of shares to be acquired, our shareholding before and after transfer

- (1) Shares owned before transfer
11,912,580 shares (34% of total shares)
* Same for the number of voting rights
- (2) Number of shares to be acquired
23,124,420 shares
* Same for the number of voting rights
- (3) Shares owned after transfer
35,037,000 shares (100% of total shares)
* Same for the number of voting rights

Note 1: The total amount outlaid to acquire the 34% stake in Distribution Partners in March 2009 and the 66% stake in July 2009 is 35 million euro (approximately 4.7 billion yen).

Note 2: The acquisition amount may be amended in the future, depending on the net debt situation of Distribution Partners at the end of June 2009.

4. Schedule

Share purchase is expected to be completed by mid July, 2009, upon the approval by antitrust authorities in Europe.

5. Other information

- NAMCO BANDAI Holdings Inc. will not modify the consolidated forecasts, announced on May 8, 2009, due to the acquisition of Distribution Partners.
- In accordance with French disclosure standards, Atari SA is disclosing information today, after the conclusion of amending the Share Purchase Agreement and the completion of the stock transfer with NAMCO BANDAI Games Europe S.A.S. Consequently, the Company is also disclosing information today.

End of Notice