

May 18, 2010

SQUARE ENIX HOLDINGS CO., LTD.

Yoichi Wada, President and Representative Director

(Code: 9684, Tokyo Stock Exchange, First Section)

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**NOTICE REGARDING INCREASED DISTRIBUTION OF DIVIDENDS FROM  
RETAINED EARNINGS FOR FISCAL YEAR ENDED MARCH 2010**

At a meeting held on May 18, 2010, the Board of Directors of SQUARE ENIX HOLDINGS CO., LTD. (the "Company") has resolved the distribution of dividends from retained earnings to shareholders of record as of March 31, 2010. This proposed action will be submitted for approval at the Company's 30<sup>th</sup> Ordinary General Meeting of Shareholders to be held on June 23, 2010.

1. Details of dividend

	Amount Resolved	Previous Dividend Projection (Announced May 19, 2009)	Prior Fiscal Year Actual (Year ended March 31, 2009)
Record date	March 31, 2010	March 31, 2010	March 31, 2009
Dividend per share	25.00 yen (regular dividend 20.00) (special dividend 5.00)	20.00 yen	20.00 yen
Total amount of dividends	2,876 mil yen	-	2,300 mil yen
Effective date	June 24, 2010	-	June 25, 2009
Source of dividends	Retained earnings	-	Retained earnings

2. Reasons for the dividend amount

The Company's dividend payout policy is aimed at maintaining an optimal balance between performance-linked payouts and stability of rewards to shareholders. The Company's basic policy targets a payout ratio of approximately 30%. However, it has been decided to add a special dividend of 5 yen per share to commemorate the Company's achievement of the highest annual recurring income since the merger in April 2003, bringing projected annual dividends to 35 yen per share (10 yen at the end of the 2<sup>nd</sup> quarter and 25 yen at the fiscal year end).

Projected dividends as follows:

Record date	Dividend per share (in yen)		
	End of 2 <sup>nd</sup> quarter	Fiscal year-end	Total for year
Fiscal year ended March 31, 2010	10.00 yen (distributed)	25.00 yen (regular dividend 20.00) (special dividend 5.00)	35.00 yen (regular dividend 30.00) (special dividend 5.00)
Fiscal year ended March 31, 2009	10.00 yen	20.00 yen	30.00 yen