

To all concerned parties:

August 2, 2004

Name of company:	Fields Corporation
Name and title of representative:	Hidetoshi Yamamoto President and CEO (JASDAQ code: 2767)
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**Fields Announces the Opening in Utsunomiya of the 28<sup>th</sup> Branch**  
**in Its Nationwide Network**

**Strengthening the company's marketing infrastructure  
through the enhanced functions of its new showroom**

Fields Corporation (Head office: Shibuya-ku, Tokyo; President and CEO: Hidetoshi Yamamoto) today announces the opening of the company's 28<sup>th</sup> branch in Japan. The new branch, located in the city of Utsunomiya, Tochigi Prefecture, is a part of the company's strategy to improve the capabilities of its branches and strengthen its marketing infrastructure. (See below for details.)

The opening of the new branch provides easy access to customers in and around the Utsunomiya area, where there has long been a very high demand for products handled by the company. It is also expected that having a branch located so close to its customers will contribute greatly to the company's ability to conduct effective sales and marketing, and exploit the potential demand in the area.

The foremost feature of the new branch is its showroom. The new functions offered at the showroom are of a scale and sophistication never before seen. Visitors to this spacious showroom will find a wealth of the latest information regarding the industry. The showroom is designed to provide pachinko hall operators with expert and innovative proposals to help them select just the right products to meet the needs of their business strategies. Following the opening of the Shizuoka and Fukuoka branches, the Utsunomiya branch becomes the third to have the Fields Corporation's new concept showroom, where pachinko hall operators can get not only a private preview of a wide range of amusement machines, but also ideas and proposals to help attract more customers.



In parallel with the opening of the Utsunomiya branch, the Sendai, Mie, and Kanazawa branches move to newly constructed premises. These three branches have showrooms with the same features and functions as the Utsunomiya branch showroom. Fields Corporation will steadily continue with enhancing and improving the showrooms at its branches as an essential component of its marketing strategy.

The official opening of the new Utsunomiya branch and the renovated Sendai, Mie, and Kanazawa branches is scheduled on Tuesday, August 3, the first day of a private preview of Rodeo Corporation's pachislot machine "Ume-Matsu Dynamite Wave" (model name: Ume-Matsu Paradise) to be held at all of the Fields Corporation branches nationwide.

The opening of the Utsunomiya branch and the renovation of the Sendai, Mie, and Kanazawa branches have been incorporated into the Fields Corporation business plan for the fiscal year ending March 2005.

[Profile of the Utsunomiya Branch of Fields Corporation]

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