



(Translation)

To all concerned parties:

September 1, 2004

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Fields Announces the Opening in Nagano of the 29th 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 29th branch in Japan. The new branch, located in the city of Nagano, Nagano 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 Nagano 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. 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. 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.



.The opening of the Nagano branch has been incorporated into the Fields Corporation business plan for the fiscal year ending March 2005.

[Profile of the Nagano Branch of Fields Corporation]

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