

(Translation)

To all parties concerned:

February 21, 2005

Fields Corporation
President and CEO: Hidetoshi Yamamoto
(JASDAQ code: 2767)
Inquiries: Hiroyuki Yamanaka
General Manager
Administration Division
Tel: +81-3-5784-2111

Fields Announces Basic Agreement to Acquire Shares in Kadokawa Haruki Corporation

Fields Corporation is pleased to announce its decision made at the meeting of its Board of Director held on February 21, 2005, to conclude a basic agreement to acquire shares of Kadokawa Haruki Corporation (hereinafter referred to as Kadokawa Haruki Corp.). The details of this agreement are provided below.

1. Outline and purpose of the basic agreement

Haruki Kadokawa and Fields Corporation have concluded a basic agreement allowing Fields to purchase 30% (3,846 shares) of the total number of outstanding shares of Kadokawa Haruki Corp. from Haruki Kadokawa by mid-March 2005.

Haruki Kadokawa, who is retained by Kadokawa Haruki Corp. as a special advisor, is well known as a pioneer in media mix strategies for developing contents in a diverse range of fields, including publishing, movies, and music. By breaking new ground in such genres as science fiction, suspense, mystery, horror, hard-boiled fiction, and period novels, Kadokawa Haruki Corp. has created a unique position for itself in the publishing world. Kadokawa Haruki Corp. has a tremendous impact on teenage girls through its media mix, including *Popteen* (a monthly publication with a circulation of 350,000 said to be responsible for spreading “Shibuya Culture” nationwide), mobile phone website, and mail-order business. The readership of *BLENDA* (circulation 230,000), another monthly publication that targets an age group slightly older than the readers of *Popteen*, shows the potential to continue to grow in tandem with the rise in the age of its targeted readers.

The stock acquisition is expected to produce a highly effective collaboration between the two companies, as it will allow Fields to promote the multi-use of contents held by Kadokawa Haruki Corp. Moreover, the acquisition will also allow Fields to make use of the various media handled by Kadokawa Haruki Corp. to shift from being a contents provider of secondary use materials to a creator of original contents and original characters. Fields has high hopes that

the assimilation of Kadokawa Haruki Corp.'s extensive know-how in media mix strategies, an area in which it excels, and other aspects will lead to great success in the future. The close alliance between the two companies will enable Kadokawa Haruki Corp. to dynamically develop its business, with media mix strategies at its core, and realize a powerful synergy.

2. Schedule

By mid-March 2005 Conclusion of final agreement, payment for and delivery of share certificates

3. Outlook

Through the acquisition of shares in Kadokawa Haruki Corp., Fields will endeavor to enhance its market competitiveness and maximize its corporate value. However, concrete plans have not yet been determined nor are specific figures available. It is believed that the acquisition of shares will have only a negligible impact on Fields' earnings forecast for the fiscal year ending March 2005.

4. Profile of Kadokawa Haruki Corp.

- | | |
|---|---|
| (1) Company name: | Kadokawa Haruki Corporation |
| (2) Representative: | Akihiko Osugi, President and CEO |
| (3) Address: | 3-27, Kanda Jimbocho, Chiyoda-ku, Tokyo |
| (4) Establishment: | September 12, 1995 |
| (5) Principal business: | Publishing (hardcover and softcover TPB-size books, pocket-size paperbacks, magazines); all forms of multimedia; planning and production of movies and videos |
| (6) Fiscal year end: | August of each year |
| (7) Capital: | 757,300,000 yen (as of January 31, 2005) |
| (8) Total number of outstanding shares: | 12,818 shares (as of January 31, 2005) |
| (9) Relationship with Fields Corporation: | No business relationship (as of January 31, 2005) |

<End>