

To all parties concerned:

December 2, 2008

Fields Corporation
President and COO: Takashi Oya
(JASDAQ code 2767)
Inquiries: Hideaki Hatanaka
Executive Officer and General Manager,
Office of the President, Investor and Public Relations Office
Tel.: +81-3-5784-2111

KING KONG

Launch of Bisty's new Pachislot Machine "KING KONG"



Fields Corporation (Head office: Shibuya-ku, Tokyo; President and COO: Takashi Oya) would like to announce the nationwide release of the new pachislot machine following the pachinko machine released on November 2008 from Bisty Co., Ltd., "KING KONG."

The product is based on Universal Pictures' 2005 King Kong film and is developed through a licensing agreement with Universal Studios Consumer Products Group.

The machine showcases the emotional scenes between Ann Darrow and King Kong by using famous scenes from the film. Players will also enjoy powerful action scenes like in the movie.

This overwhelmingly powerful pachislot machine is not only for pachislot enthusiasts but also many other people, including fans of the movie.

The King Kong pachislot machine is scheduled for delivery in January 2009 to pachinko halls throughout Japan.

Universal Studios' King Kong movie
©Universal Studios. Kong The 8th Wonder of the World™ Universal Studios.
Licensed by Universal Studios Licensing LLLP.
All Rights Reserved.

Unauthorized reproduction or
usage is strictly prohibited

About the *King Kong* Movie

Triple Academy Award® winner Peter Jackson (*The Lord of the Rings* trilogy) directs the dramatic adventure *King Kong*, bringing his sweeping cinematic vision to the iconic story of the gigantic ape captured in the wild and brought to civilization where he meets his tragic fate. Jackson assumes directing, producing and co-screenwriting duties and surrounds himself with a list of superlative filmmaking and acting talents.

Jackson re-teams with longtime collaborators Fran Walsh and Philippa Boyens, co-writing the screenplay with three-time Oscar®-winning partner Walsh and their *The Lord of the Rings* co-writer, Academy Award® winner Boyens. Jan Blenkin, Carolynne Cunningham, Fran Walsh and Jackson produce the film under their WingNut Films banner.

Academy Award® nominee Naomi Watts (*21 Grams*) portrays Ann Darrow, an actress from the world of vaudeville who finds herself out of a job in Depression-era New York. Her luck changes when she meets Carl Denham, played by Jack Black (*School of Rock*). Denham is an entrepreneur, raconteur, adventurer and filmmaker who is struggling to make a name for himself in the entertainment industry. Bold, ebullient and charismatic, Denham has a natural sense of showmanship and an appetite for greatness, which ultimately leads to catastrophe. Academy Award® winner Adrien Brody (*The Pianist*) steps into the role of Jack Driscoll, a New York playwright, who becomes an unlikely hero in a romantic adventure story which will test his physical courage and his heart.

Andy Serkis (who performed the role of the CGI character Gollum in *The Lord of the Rings* trilogy) provided both on-set performance reference and motion capture performance for the title character of King Kong. Serkis also appears onscreen playing Lumpy the Cook, in service aboard the tramp steamer S.S. Venture, bound for Skull Island, under the command of Captain Englehorn, played by Thomas Kretschmann (*U-571*). Colin Hanks (*Orange County*) portrays a production assistant to filmmaker Carl Denham and Kyle Chandler (television's *Early Edition*), taking on the role of Bruce Baxter, a 1930s movie star cast opposite Ann Darrow in the film Denham is shooting.

Visual effects are again accomplished by New Zealand-based companies Weta Digital, under the direction of Oscar® winner Joe Letteri and Weta Workshop, under the direction of Oscar® winner Richard Taylor. A combination of visual effects and miniatures supplement practical locations in creating the primordial jungles of Skull Island, while digital effects recreate the bustling metropolis of 1933 Manhattan. James Newton Howard (*Batman Begins*) composes the original score for the film.

A Note to Parents: *King Kong* is rated PG-13. Please consult www.filmratings.com for further information.

About Universal Studios Consumer Products Group

Universal Studios Consumer Products Group is responsible for global licensing and retail strategies as well as building brand recognition of its extensive property portfolio. Universal Studios Consumer Products Group is a unit of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% owned by Vivendi.

◆For inquiries or further information please contact:◆
Investor and Public Relations Office, Fields Corporation
E Space Tower, 3-6 Maruyama-cho, Shibuya-ku, Tokyo 150-0044
Tel.: +81-3-5784-2109 Fax: +81-3-5784-2119