

Supplementary Financial Document for the 1st Quarter of the Year Ending March 2010

August 5, 2009



1st quarter

Fields Corporation
JASDAQ:2767

Fields Corporation

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Highlights for the 1Q of the Year Ending March 2010

Consolidated Results for the 1Q of the Year Ending March 2010

[Percentage of Net Sales] (Unit: Million yen)

	Year Ended March 2009				Year Ending March 2010					
	1Q Results	1st Half Results	1Q-3Q Results	Full-Year Results	1Q Results	YOY (%)	1st Half Results	YOY (%)	Full-Year Forecast	YOY (%)
Net sales	7,321 [100.0]	41,590 [100.0]	65,051 [100.0]	73,035 [100.0]	16,038 [100.0]	219.1	22,000 [100.0]	52.9	70,000 [100.0]	95.8
Gross profit	2,114 [28.9]	14,522 [34.9]	22,701 [34.9]	24,024 [32.9]	12,402 [77.3]	586.7	13,500 [61.4]	93.0	28,500 [40.7]	118.6
SG&A expenses	5,426 [74.1]	11,269 [27.1]	16,619 [25.5]	22,063 [30.2]	3,877 [24.2]	71.5	9,000 [40.9]	79.9	18,500 [26.4]	83.9
Operating income	(3,312) [-]	3,252 [7.8]	6,082 [9.3]	1,960 [2.7]	8,524 [53.2]	-	4,500 [20.5]	138.4	10,000 [14.3]	510.2
Ordinary income	(3,161) [-]	3,023 [7.3]	5,604 [8.6]	991 [1.4]	8,519 [53.1]	-	4,500 [20.5]	148.9	10,000 [14.3]	1,009.1
Net income	(2,289) [-]	845 [2.0]	1,654 [2.5]	(1,481) [-]	4,711 [29.4]	-	1,900 [8.6]	224.9	4,500 [6.4]	-

Reference: Non-Consolidated Results
for the 1Q of the Year Ending March 2010

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[Percentage of Net Sales] (Unit: Million yen)

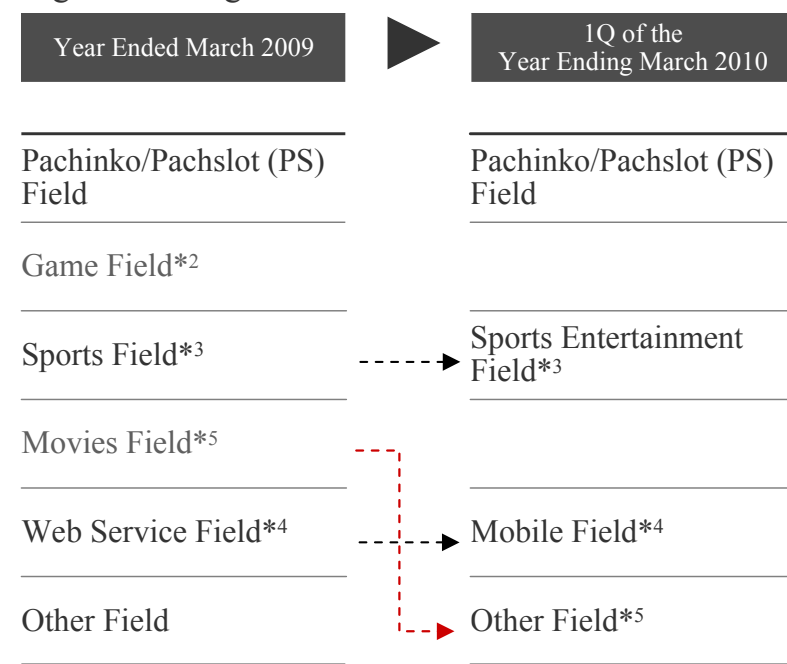
	Year Ended March 2009				Year Ending March 2010					
	1Q Results	1st Half Results	1Q-3Q Results	Full-Year Results	1Q Results	YOY (%)	1st Half Results	YOY (%)	Full-Year Forecast	YOY (%)
Net sales	3,950 [100.0]	34,357 [100.0]	51,030 [100.0]	53,143 [100.0]	14,905 [100.0]	377.3	20,000 [100.0]	58.2	63,000 [100.0]	118.5
Gross profit	2,090 [52.9]	13,507 [39.3]	19,284 [37.8]	19,430 [36.6]	11,901 [79.8]	569.4	13,000 [65.0]	96.2	26,500 [42.1]	136.4
SG&A expenses	3,569 [90.4]	7,873 [22.9]	11,621 [22.8]	15,611 [29.4]	3,277 [22.0]	91.8	8,000 [40.0]	101.6	16,500 [26.2]	105.7
Operating income	(1,478) [-]	5,633 [16.4]	7,662 [15.0]	3,818 [7.2]	8,623 [57.9]	-	5,000 [25.0]	88.8	10,000 [15.9]	261.9
Ordinary income	(1,721) [-]	5,497 [16.0]	9,650 [18.9]	5,842 [11.0]	8,761 [58.8]	-	5,000 [25.0]	91.0	10,000 [15.9]	171.2
Net income	(948) [-]	3,229 [9.4]	5,402 [10.6]	1,145 [2.2]	5,134 [34.5]	-	2,500 [12.5]	77.4	5,000 [7.9]	436.7

Segment Information for the 1Q of the Year Ending March 2010

(Unit: Million yen)

	Year Ended March 2009	Year Ending March 2010	
	1Q Results*1	1Q Results*1	Composition (%)
Net sales			
Pachinko/Pachslot (PS) Field	4,197	15,029	91.8%
Game Field*2	1,904	-	-
Sports Entertainment Field*3	961	565	3.5%
Mobile Field*4	366	519	3.2%
Other Field	54	252	1.5%
Subtotal	7,485	16,368	100.0%
Elimination or incorporation	(163)	(329)	
Total	7,321	16,038	
Operating income			
Pachinko/Pachslot (PS) Field	(1,562)	8,543	99.0%
Game Field*2	(1,112)	-	-
Sports Entertainment Field*3	(169)	(96)	(1.1%)
Mobile Field*4	120	124	1.4%
Other Field	(544)	58	0.7%
Subtotal	(3,267)	8,629	100.0%
Elimination or incorporation	(44)	(104)	
Total	(3,312)	8,524	

Segment Change



*1 The segment information is based on the business categories adopted in the first quarter of the year ending March 2010.

*2 The "Game Field" was dissolved as a result of the sale of shares in subsidiaries at the year ended March 2009.

*3 In light of business developments, the "Sports Field" has been renamed as the "Sports Entertainment Field" since the first quarter of the year ending March 2010.

*4 In light of business developments, the "Web Service Field" has been renamed as the "Mobile Filed" since the first quarter of the year ending March 2010.

*5 The "Movie Field" has been included in the "Other Field" effective with the first quarter of the year ending March 2010 as the value of the business is no longer material.

Balance Sheets for the 1Q of the Year Ending March 2010

(Unit: Million yen)

Assets	At March 31, 2009	At June 30, 2009	Increase/Decrease
Cash and cash equivalents	11,181	14,767	3,586
Notes and accounts receivable—trade	4,324	6,961	2,637
Inventories	963	985	22
Other	8,744	6,323	(2,421)
Allowance for doubtful accounts	(77)	(104)	(27)
Total current assets	25,135	28,932	3,797
Land	6,514	5,934	(580)
Other	4,384	4,433	49
Total tangible fixed assets	10,898	10,367	(531)
Goodwill	326	304	(22)
Other	2,435	2,309	(126)
Total intangible fixed assets	2,761	2,613	(148)
Investment securities	7,989	8,852	863
Other	5,535	5,425	(110)
Allowance for doubtful accounts	(256)	(257)	(1)
Total investments and other assets	13,268	14,020	752
Total fixed assets	26,929	27,001	72
Total assets	52,064	55,933	3,869

Liabilities and Net Assets	At March 31, 2009	At June 30, 2009	Increase/Decrease
Notes and accounts payable—trade	1,981	2,033	52
Corporate bonds redeemable within 1 year	720	720	0
Other	4,846	4,458	(388)
Total current liabilities	7,547	7,211	(336)
Corporate bonds	2,230	1,930	(300)
Other	2,791	2,784	(7)
Total fixed liabilities	5,021	4,714	(307)
Total liabilities	12,568	11,925	(643)
Common stock	7,948	7,948	0
Capital surplus	7,994	7,994	0
Retained earnings	25,808	29,678	3,870
Treasury stock	1,330	1,330	0
Total shareholders' equity	40,420	44,291	3,871
Unrealized holding gain on available-for-sale securities	(956)	(378)	578
Total valuation and translation differences	(957)	(378)	579
Stock acquisition rights	-	-	-
Minority interest	32	95	63
Total net assets	39,496	44,008	4,512
Total liabilities and net assets	52,064	55,933	3,869

**'Other' is calculated as the other items deducted from the total figure on this sheet

Supplementary Data for the 1Q of the Year Ending March 2010

Number of Pachinko/Pachislot Machines Sold According to Title for the 1Q of the Year Ending March 2010

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(Unit: Machines)

Release	Manufacturer	Title	1Q Machines Sold	Cumulative Machines Sold
→ Pachinko machines				
April	Bisty	CR Neon Genesis Evangelion—The Beginning and the End	235,969	237,000
	Others		8,122	
Total number of pachinko machines sold			244,091	
→ Pachislot machines				
April	Olympia	Aim for the Ace!	-	-
May	Bisty	Saturday Night Fever	-	-
	Others		1,348	
Total number of pachislot machines sold			6,055	
Total number of pachinko/pachislot machines sold			250,146	

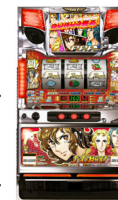


Released in April

CR Neon Genesis Evangelion—The Beginning and the End

- Focusing on the character of Kaworu Nagisa, the “Fifth Children”, the machine features special images produced exclusively for the machine.
- The machine features content from the movie, “Evangelion; 2.0 you can (not) Advance.”

©カラー
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©Bisty



Released in April

Aim for the Ace!

- The machine employs content from the popular comic series “Aim for the Ace!” by Sumika Yamamoto.
- Faithfully recreating the famous scenes that the series is known for, the new machine manages to fuse content and gameplay by including a vast array of different scenes filled with a scene of speed.

©山本鈴美香



Released in June

Saturday Night Fever

- The machine incorporates content from the 1977 released film “Saturday Night Fever.”
- Faithfully recreating both powerful dance battle action and 1970’s flavoured music soundtrack

Saturday Night Fever®&©2008 Paramount Pictures. All Rights Reserved.
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* Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold was not released.

* The figures for cumulative machines sold were as of July 31, 2009.

Number of Pachinko/Pachislot Machines Sold According to Manufacturer for the 1Q of the Year Ending March 2010

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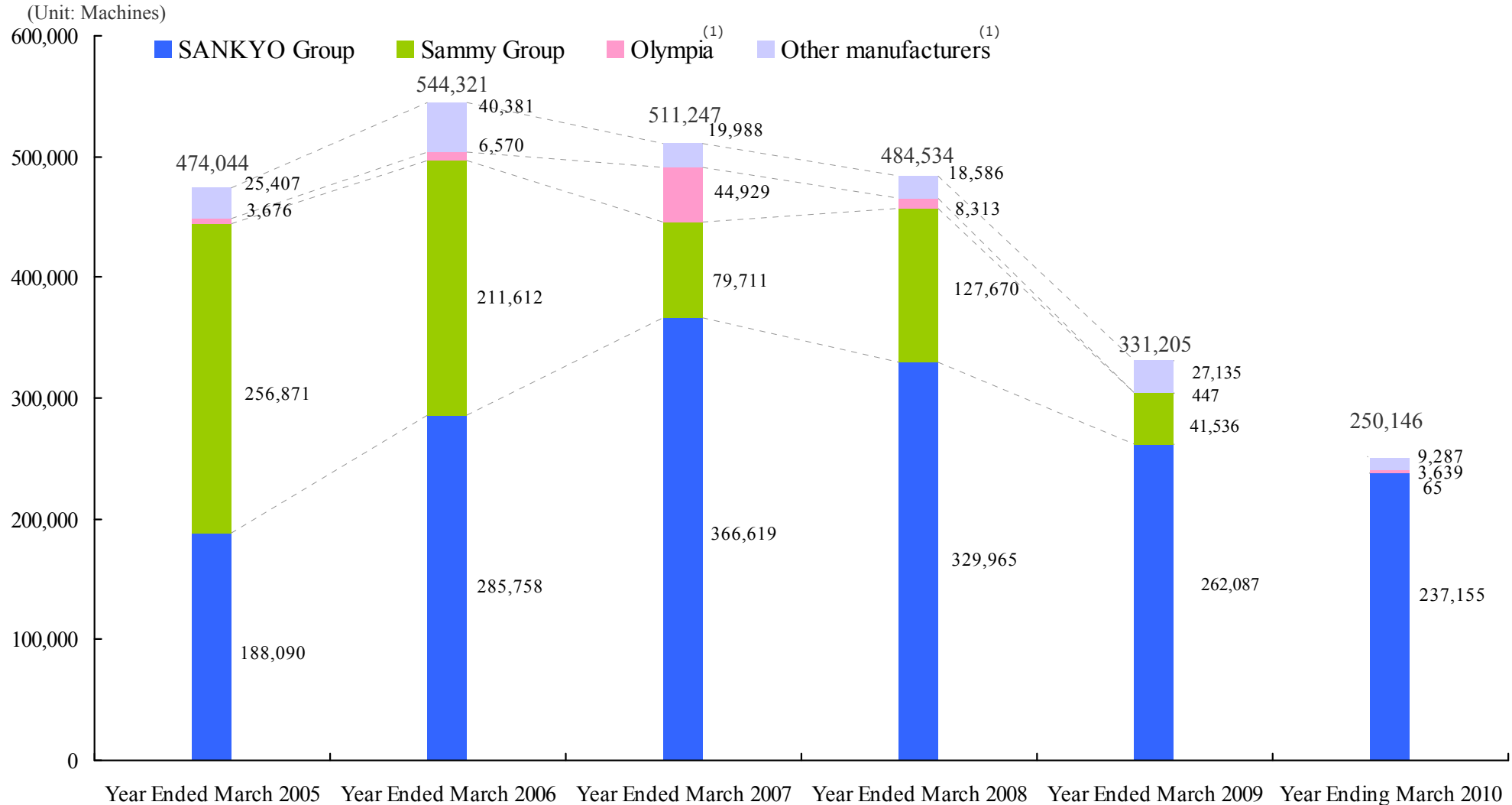
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(Unit: Machines)

	Year Ended March 2009					Year Ending March 2010
	1Q Results	2Q Results	3Q Results	4Q Results	Full-Year Results	1Q Results
→ Pachinko Machines						
Sammy	-	-	11,661	64	11,725	-
Bisty	48,759	80,056	37,920	4,148	170,883	236,035
Others	4,478	4,246	4,965	6,228	19,917	8,056
Total number of pachinko machines sold	53,237	84,302	54,546	10,440	202,525	244,091
→ Pachislot Machines						
Rodeo	4,269	36	24,483	1,023	29,811	65
Bisty	9	72,681	17,509	1,005	91,204	1,120
Olympia	307	12	82	46	447	3,639
Others	775	1,204	1,175	4,064	7,218	1,231
Total number of pachislot machines sold	5,360	73,933	43,249	6,138	128,680	6,055
Total number of pachinko/pachislot machines sold	58,597	158,235	97,795	16,578	331,205	250,146

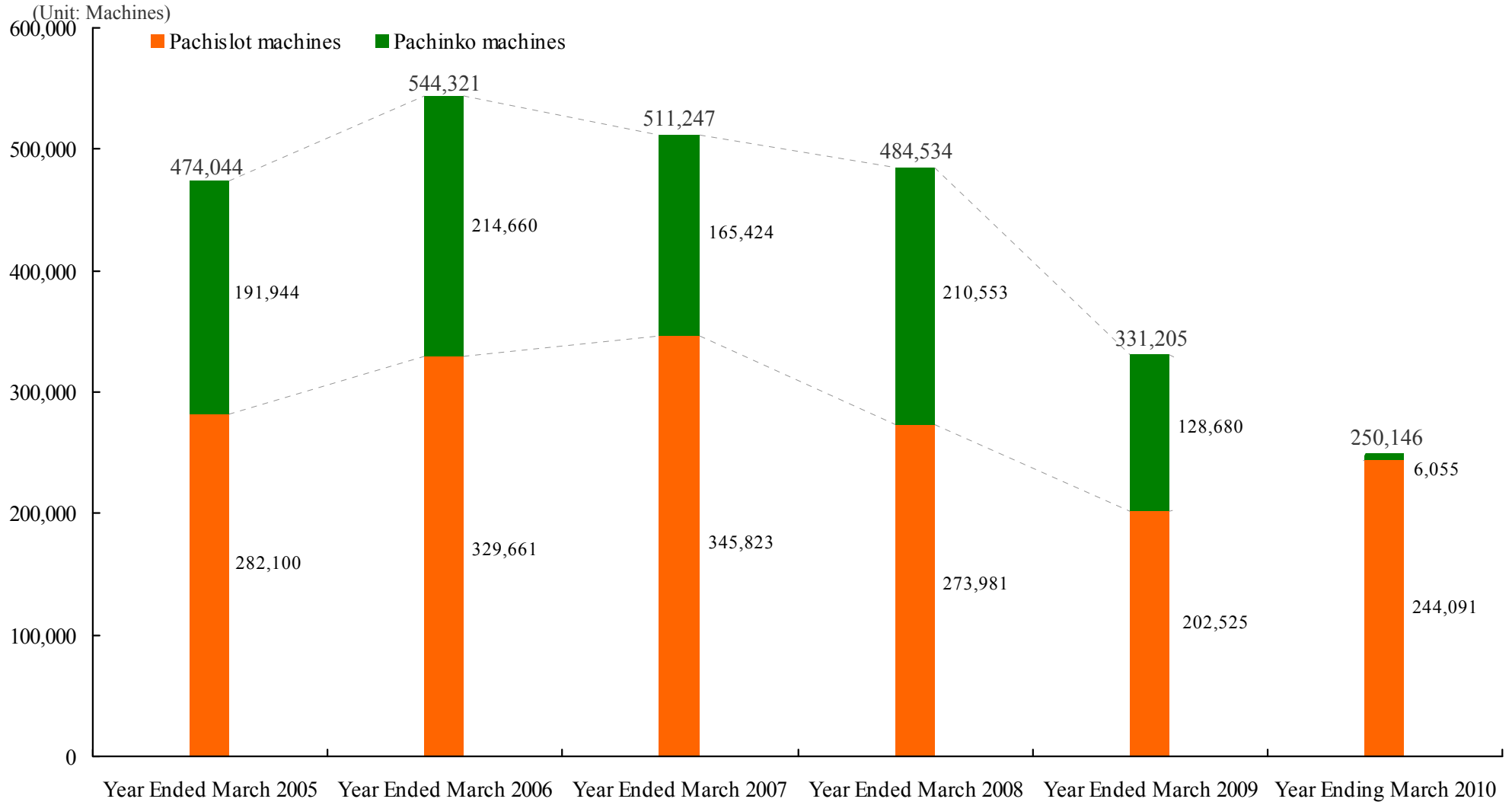
Change in the Number of Machines Sold by Brand

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(1) Olympia Co., Ltd., was included in Other manufacturers in and before the year ended March 2006, therefore there is a difference between the figures announced in the past for said company and those presented here.

Change in the Number of Pachinko/Pachislot Machines Sold



Appendix I

Corporate Profile

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Corporate Data

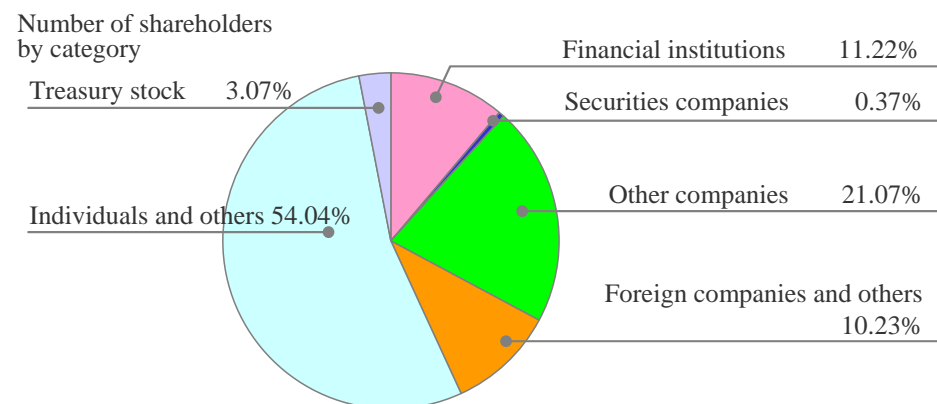
(As of June 30, 2009)

Company name	FIELDS CORPORATION http://www.fields.biz/
Establishment	June 1988 (Started business as TOYO Shoji Co., Ltd. in 1983)
Address of the Head office	E Space Tower, 3-6, Maruyama-cho, Shibuya-ku, Tokyo 150-0044, Japan
Common stock	¥7,948.03 million
Stock information	Total number of shares issued and outstanding: 347,000 (Treasury stock: 10,643)
Securities exchange	JASDAQ 2767
Number of employees	630 (Non-Consolidated), 869 (Consolidated)
Main business activities	Planning, development and sales of pachinko/pachislot machines
Regional Offices and Branch Offices	<Regional Offices> Hokkaido-Tohoku, North Kanto, Tokyo, Nagoya, Osaka, Chugoku-Shikoku, Kyushu
	<Branch Offices> Sapporo, Sendai, Aomori, Takasaki, Niigata, Koriyama, Tokyo, Western Tokyo, Chiba, Saitama, Yokohama, Tsukuba, Nagoya, Mie, Shizuoka, Osaka, Kyoto, Kobe, Kanazawa, Hiroshima, Yamaguchi, Matsuyama, Fukuoka, Saga, Kumamoto, Kagoshima
Consolidated subsidiaries	<ul style="list-style-type: none"> Fields Jr. Corporation Japan Sports Marketing Inc. Lucent Pictures Entertainment, Inc. FutureScope Corporation and seven other companies
Equity method companies	<ul style="list-style-type: none"> Rodeo Co., Ltd. Kadokawa Haruki Corporation and two other companies

Principal Shareholders

(As of March 31, 2009)

Shareholders	Number of shares held	Percentage of outstanding shares held
Hidetoshi Yamamoto	86,750	25.00%
SANKYO CO., LTD.	52,050	15.00%
Takashi Yamamoto	36,128	10.41%
Mint Co.	16,000	4.61%
Japan Trustee Services Bank, Ltd. (Trust account)	12,691	3.66%
The Master Trust Bank of Japan, Ltd. (Trust account)	12,397	3.57%
Treasury stock	10,643	3.07%
Takashi Oya	4,500	1.30%
Bank of New York GCM Client Account JPRD ISG (FE-AC)	4,337	1.25%
THE CHASE MANHATTAN BANK, N.A. LONDON SECS LENDING OMNIBUS ACCOUNT	3,942	1.13%



Our Tracks (1988—2000)

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Pachinko/Pachislot Related Business

Group Related Business

- Aiming to distribute pachinko/pachislot machines more widely
- Established in Nagoya to sell pachinko/pachislot machines

 - Established branch offices in Tokyo
 - Merged Leisure Nippon Newspaper Company and launched a new industrial vision
 - Launched the ‘Hall TV’ system to support pachinko hall management

 - Nationwide expansion: to Tohoku, Chugoku, Shikoku, Kansai
 - Established a sales tie-up with a pachinko/pachislot machine manufacturer Sammy Corporation
 - Launched ‘Pachinko Information Station,’ a CS service for the industry in collaboration with Mitsui & Co., Ltd.

 - Obtained ISO9002: 1994

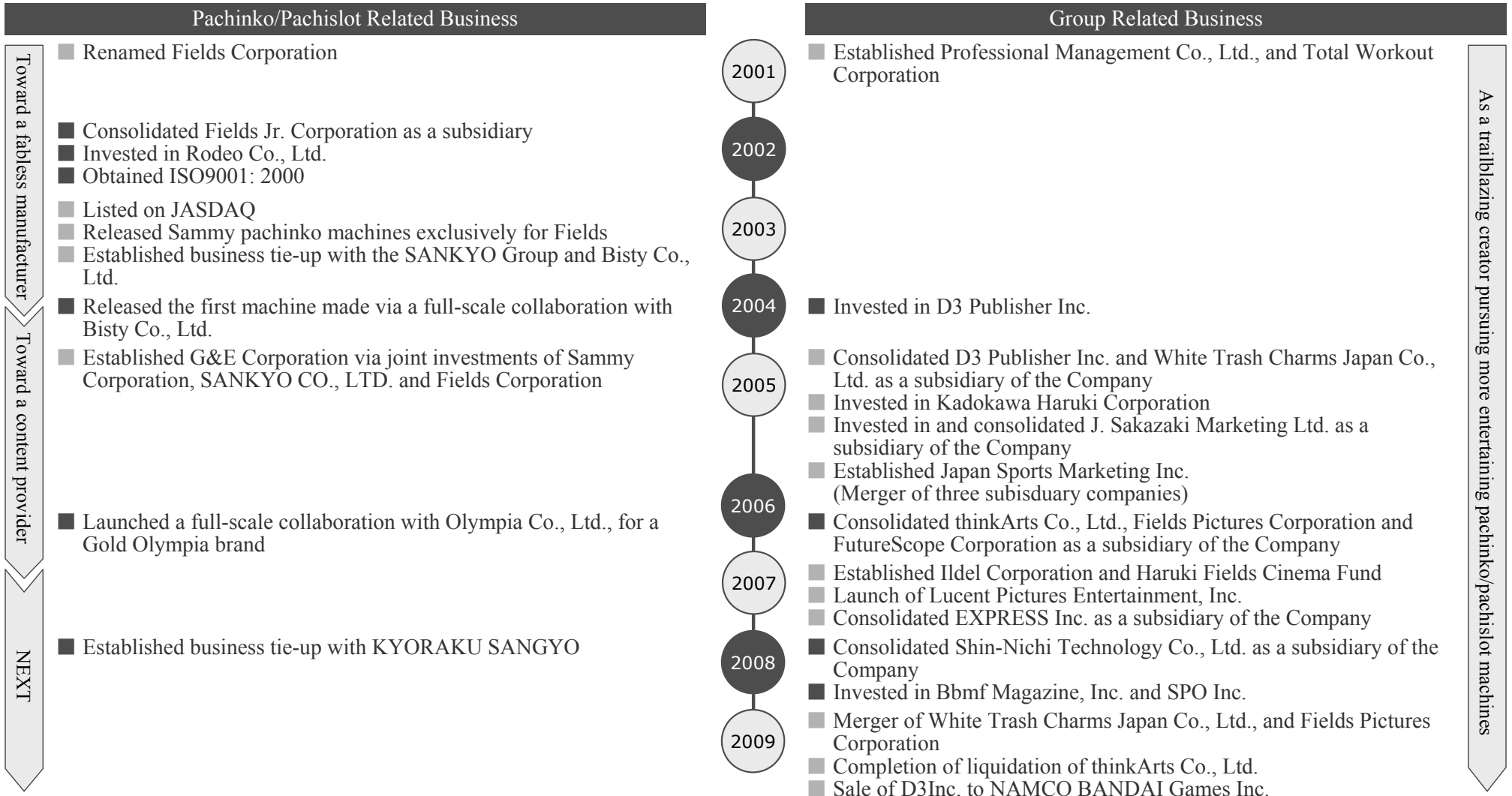
 - Started to sell Rodeo’s pachinko/pachislot machines as a sales channel of Rodeo Co., Ltd.



Our Tracks (2001—2009)

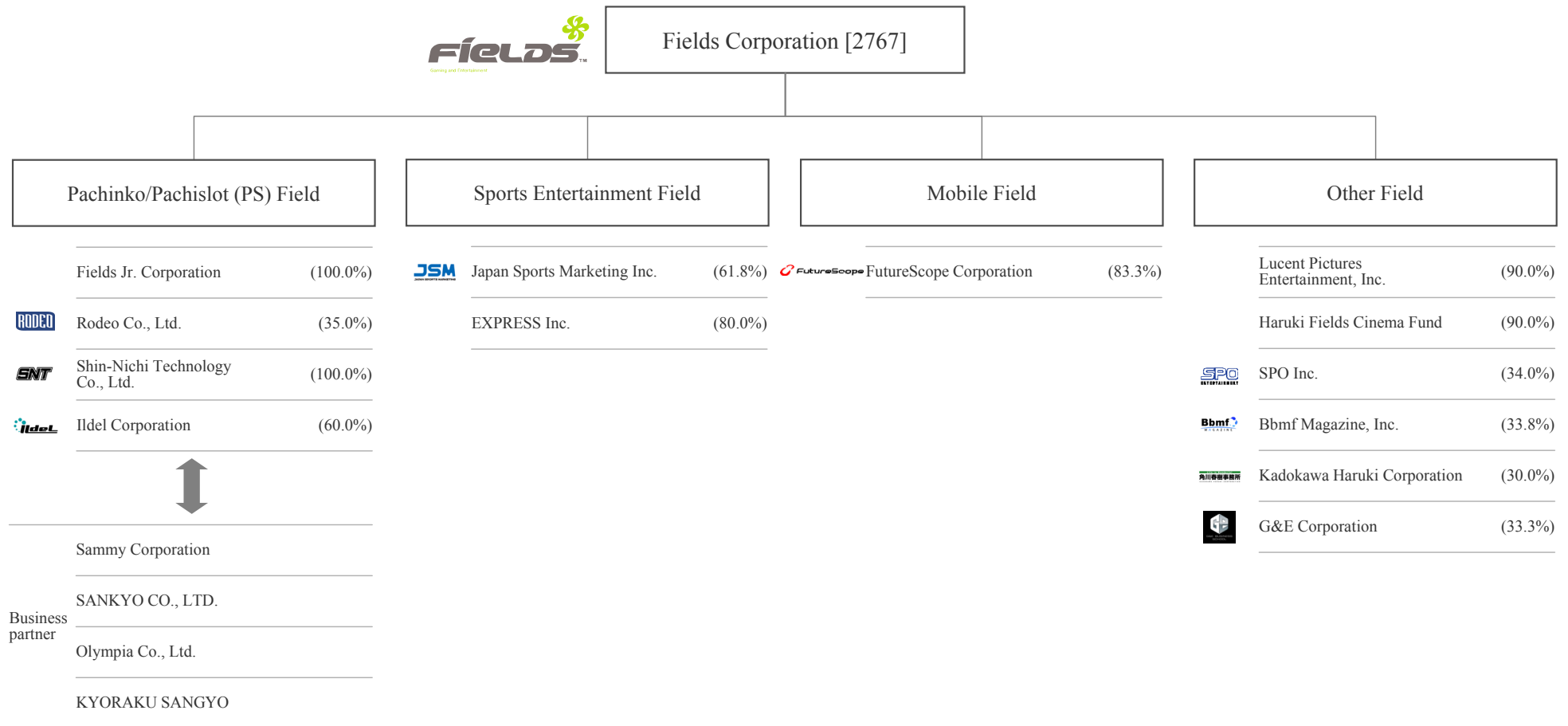
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Group Structure

(As of June 30, 2009)



* The group structure shows our main consolidated and equity method companies.

Profit Return Policy

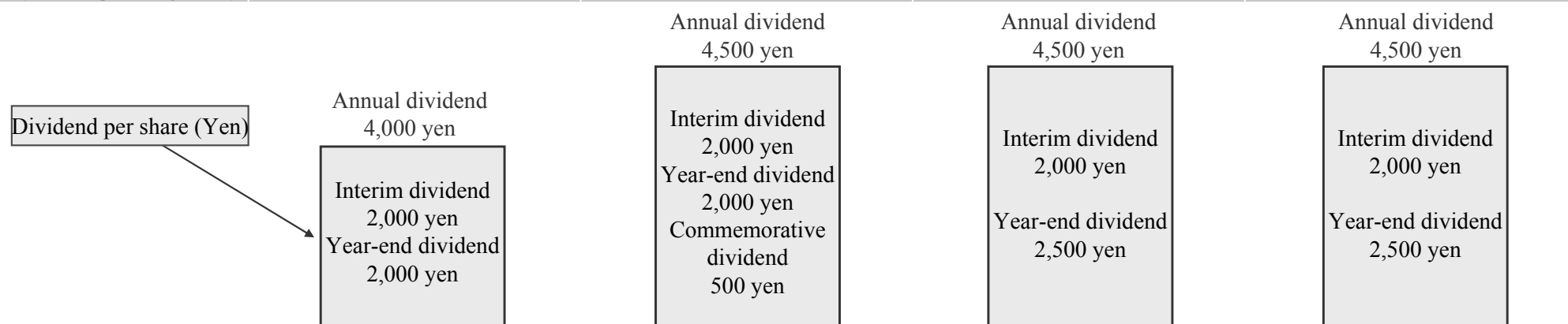
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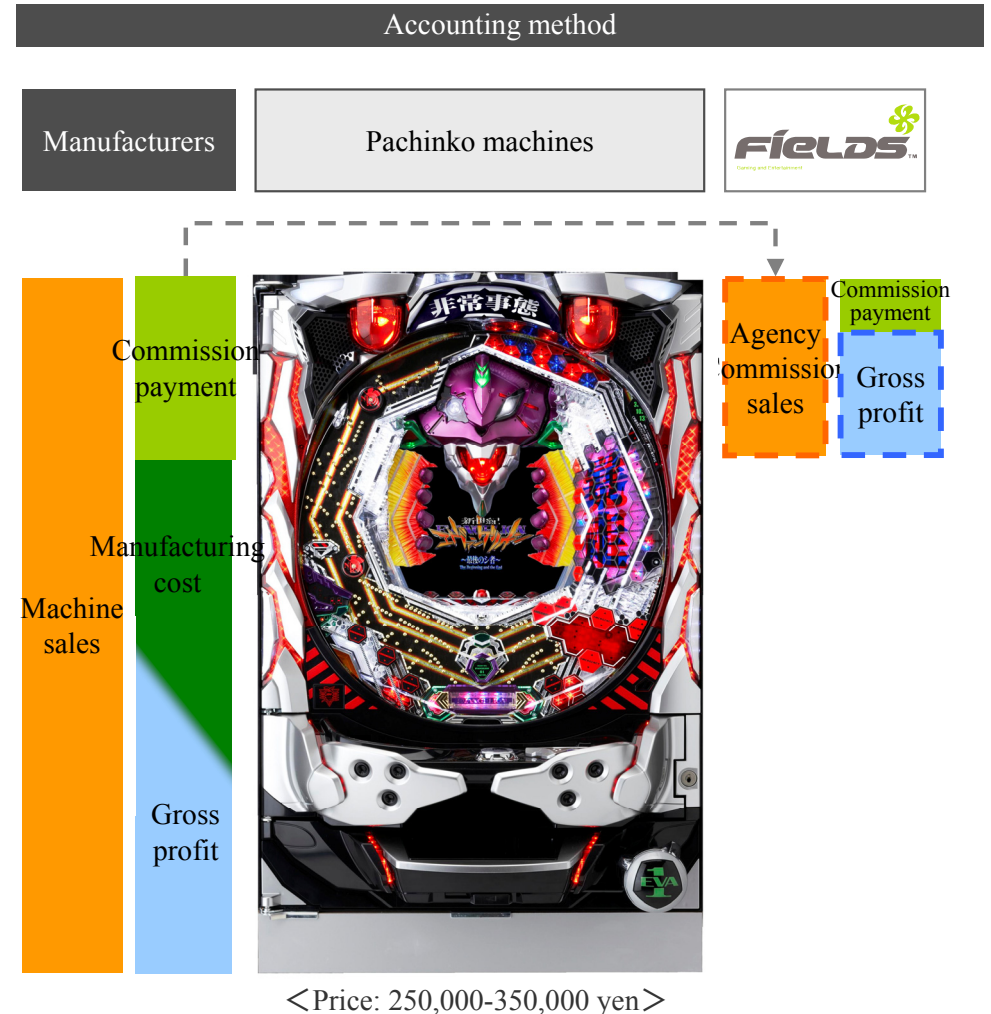
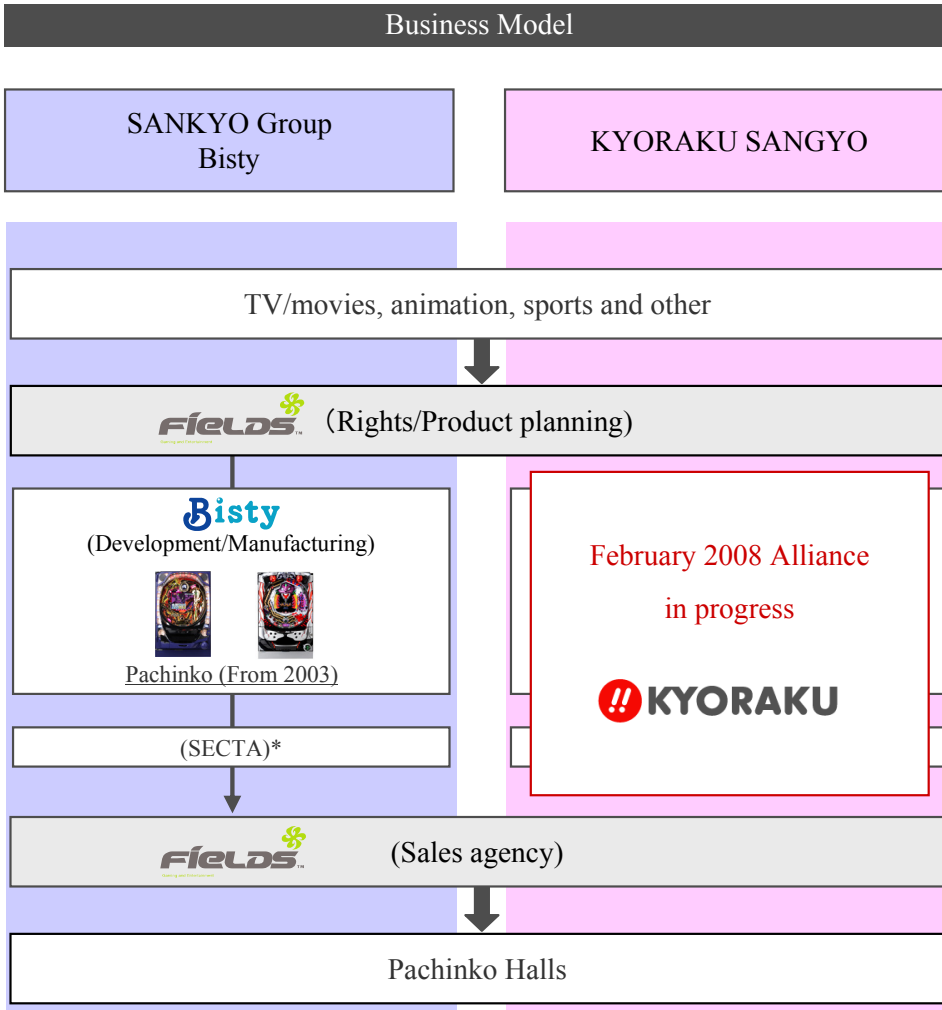
Basic Policy: Profit-Based Dividend / Consolidated Payout Ratio Standard: Higher than 20%

(Unit: Million yen)

	Year Ended March 2007	Year Ended March 2008	Year Ended March 2009	Year Ending March 2010 Forecast
Net income	3,710	5,296	(1,481)	4,500
Total dividend	1,388	1,561	1,534	1,513
Payout ratio (%)	37.4	29.5	—	33.6
Total number of outstanding common stock (excluding treasury stock)	347,000	347,000	347,000	336,357
As of 1st Half (excluding treasury stock)	347,000	347,000	347,000	336,357
As of Full-Year (excluding treasury stock)	347,000	347,000	336,357	336,357



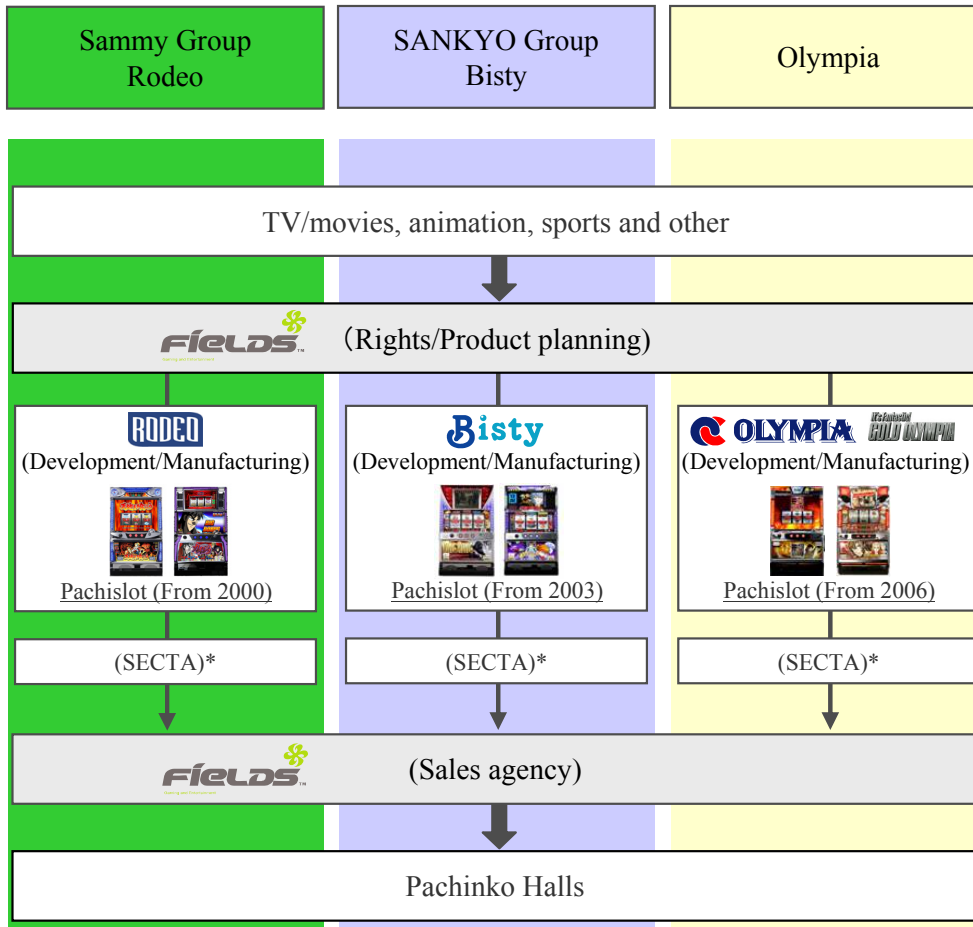
Business Model and Accounting Method of Pachinko Sales



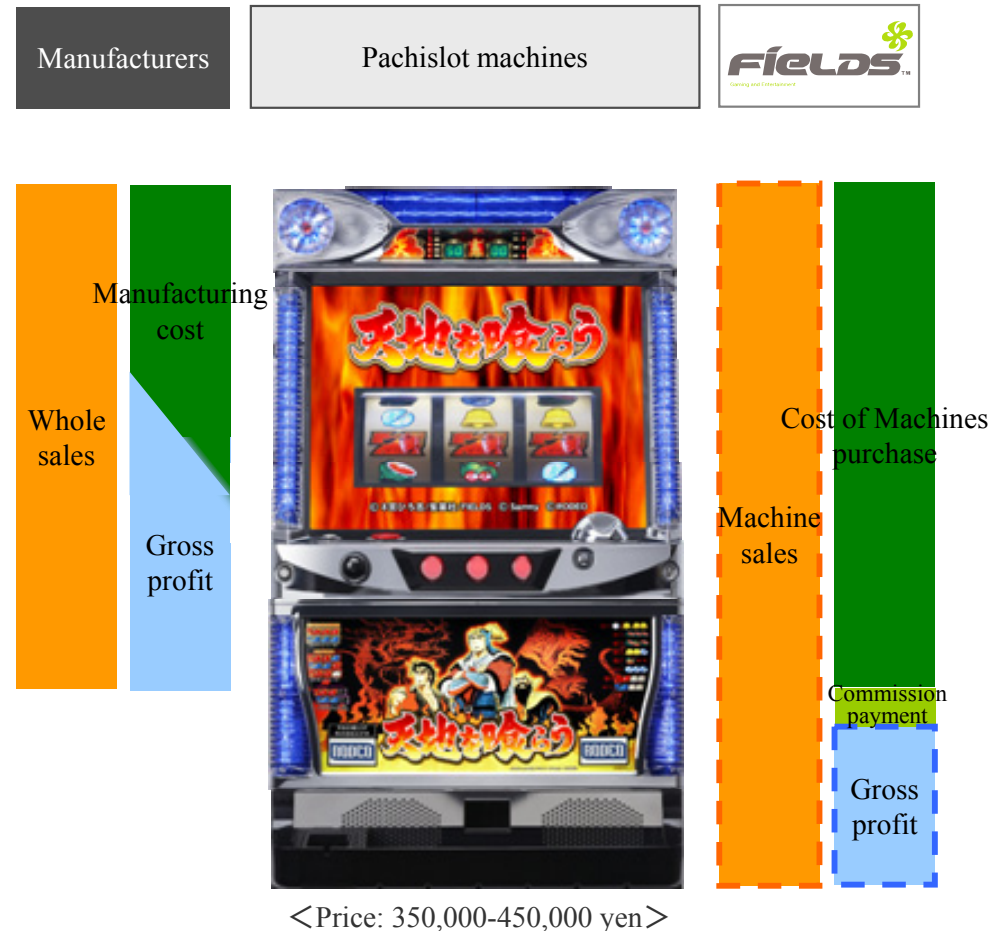
*Security Electronics Communications Technology Association

Business Model and Accounting Method of Pachislot Sales

Business Model



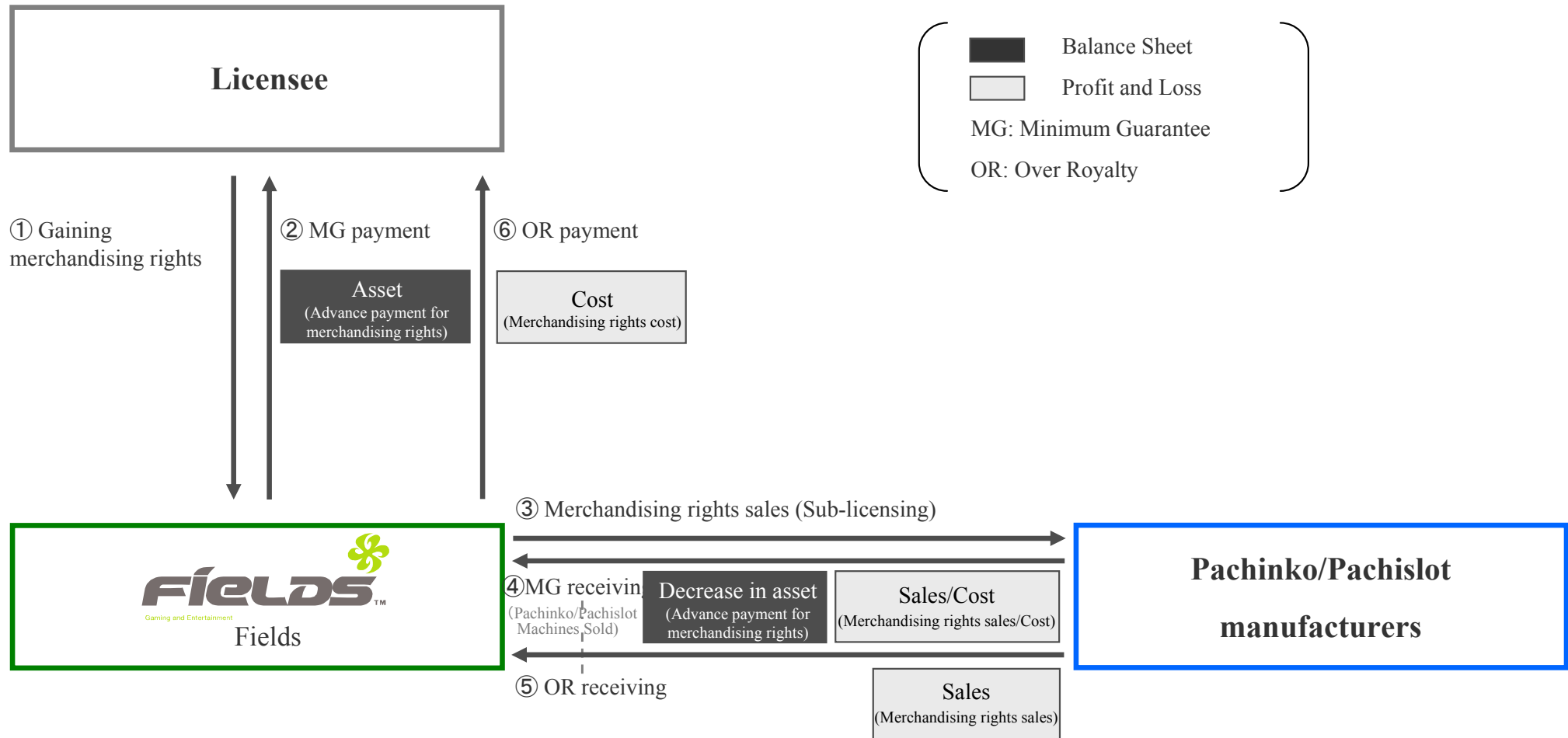
Accounting method



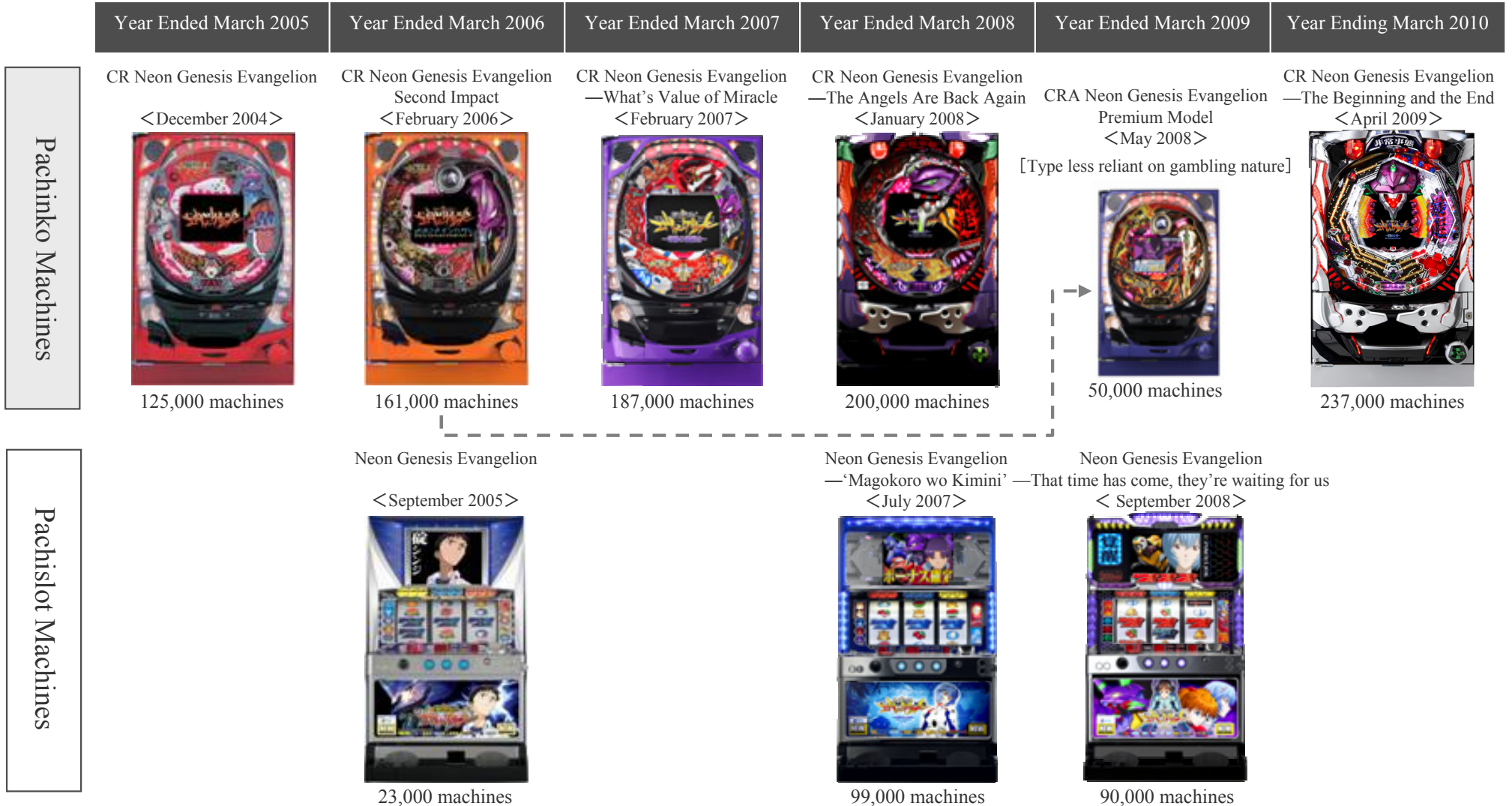
*Security Electronics Communications Technology Association

Business flow and Accounting Method of Merchandising Rights Regarding Pachinko/Pachislot Planning and Development (Image)

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Change of “Neon Genesis Evangelion” Series



Pachinko/Pachislot (PS) Field: Transition in the Number of Machines Sold

(Unit: Machines)

	Year Ended March 2005			Year Ended March 2006			Year Ended March 2007			Year Ended March 2008			Year Ended March 2009			Year Ending March 2010
	1st Half	2nd Half	Total	1st Half	2nd Half	Total	1st Half	2nd Half	Total	1st Half	2nd Half	Total	1st Half	2nd Half	Total	1Q
Number of machines sold	168,707	305,337	474,044	159,387	384,934	544,321	229,807	281,440	511,247	212,088	272,446	484,534	216,832	114,373	331,205	250,146
Sales ratio																
Pachinko	91,157	190,943	282,100	74,344	255,317	329,661	123,271	222,552	345,823	38,585	235,396	273,981	137,539	64,986	202,525	244,091
	54.0%	62.5%	59.5%	46.6%	66.3%	60.6%	53.6%	79.1%	67.6%	18.2%	86.4%	56.5%	63.4%	56.8%	61.1%	97.6%
Pachislot	77,550	114,394	191,944	85,043	129,617	214,660	106,536	58,888	165,424	173,503	37,050	210,553	79,293	49,387	128,680	6,055
	46.0%	37.5%	40.5%	53.4%	33.7%	39.4%	46.4%	20.9%	32.4%	81.8%	13.6%	43.5%	36.6%	43.2%	38.9%	2.4%
Agency/Distribution sales ratio																
Agency sales	92,584	194,221	286,805	82,152	273,980	356,132	127,081	223,086	350,167	40,120	237,648	277,768	138,492	66,674	205,166	244,748
	54.9%	63.6%	60.5%	51.5%	71.2%	65.4%	55.3%	79.3%	68.5%	18.9%	87.2%	57.3%	63.9%	58.3%	61.9%	97.8%
Distribution sales	76,123	111,116	187,239	77,235	110,954	188,189	102,726	58,354	161,080	171,968	34,798	206,766	78,340	47,699	126,039	5,398
	45.1%	36.4%	39.5%	48.5%	28.8%	34.6%	44.7%	20.7%	31.5%	81.1%	12.8%	42.7%	36.1%	41.7%	38.1%	2.2%
Direct/Indirect sales ratio																
Direct sales	123,338	239,310	362,648	112,917	291,982	404,899	167,788	218,503	386,291	164,786	215,392	380,178	177,552	89,735	267,287	200,743
	73.1%	78.4%	76.5%	70.8%	75.9%	74.4%	73.0%	77.6%	75.6%	77.7%	79.1%	78.5%	81.9%	78.5%	80.7%	80.3%
Indirect sales	45,369	66,027	111,396	46,470	92,952	139,422	62,019	62,937	124,956	47,302	57,054	104,356	39,280	24,638	63,918	49,403
	26.9%	21.6%	23.5%	29.2%	24.2%	25.6%	27.0%	22.4%	24.4%	22.3%	20.9%	21.5%	18.1%	21.5%	19.3%	19.7%

Key financial data (unit: Million yen)	Non-Consolidated			Consolidated							
	2000.3	2001.3	2002.3	2003.3	2004.3	2005.3	2006.3	2007.3	2008.3	2009.3	2010.3 1Q
Net sales	10,017	11,496	34,560	61,888	66,211	81,658	96,814	85,321	101,818	73,035	16,038
Gross profit	3,381	5,368	12,703	15,992	21,578	24,752	29,737	29,248	34,544	24,024	12,402
Operating Income	768	1,700	5,730	6,781	11,866	12,097	12,348	8,944	13,158	1,960	8,524
Ordinary income	726	1,681	5,664	7,022	12,209	12,480	13,127	9,202	11,705	991	8,519
Net income	262	583	3,041	3,524	6,620	6,926	7,085	3,710	5,296	(1,481)	4,711
Common stock	10	116	530	1,295	1,295	7,948	7,948	7,948	7,948	7,948	7,948
Net assets	286	1,069	3,883	8,752	14,507	33,426	39,411	42,836	46,331	39,496	44,008
Total assets	6,199	6,211	18,631	17,090	37,115	72,584	87,556	66,081	69,168	52,064	55,933
Cash flows from operating activities	-	1,105	4,525	3,316	851	2,965	6,164	5,293	11,127	4,147	4,748
Cash flows from investing activities	-	269	(724)	(2,253)	(3,190)	(5,257)	(2,224)	(4,772)	(14,604)	(6,182)	(131)
Cash flows from financing activities	-	(920)	2,004	(2,454)	2,029	10,177	(1,540)	1,488	(1,384)	602	(1,028)
Cash and cash equivalents at the end of year	-	1,414	6,857	5,739	5,437	13,326	15,777	17,819	12,693	11,181	14,767

Indicators per share (Yen)	2000.3	2001.3	2002.3	2003.3	2004.3	2005.3	2006.3	2007.3	2008.3	2009.3	2010.3 1Q
Net assets per share	1,430,535	461,122	1,325,324	268,600	89,305	96,026	113,275	118,487	128,201	117,326	130,553
Annual dividend per share (Non-Consolidated)	-	15,000	Old hares 100,000 New shares 27,398 2nd new shares 548	10,000	Commemorative dividend 24,000 Interim dividend 10,000 Year-end dividend 10,000 4,000	Interim dividend 4,000 2,000 Year-end dividend 2,000	Interim dividend 4,000 2,000 Year-end dividend 2,000	Interim dividend 4,000 2,000 Year-end dividend 2,000	Commemorative dividend 4,500 500 Interim dividend 2,000 Year-end dividend 2,000	Interim dividend 4,500 2,000 Year-end dividend 2,500	-
Net income per share	1,310,844	2,075,024	1,275,256	117,233	40,465	19,888	20,118	10,692	15,263	(4,271)	14,007

Management indicators (%)	2000.3	2001.3	2002.3	2003.3	2004.3	2005.3	2006.3	2007.3	2008.3	2009.3	2010.3 1Q
Shareholders' equity ratio	4.6	17.2	20.8	51.2	39.1	46.0	45.0	62.2	64.3	75.8	78.5
Return on equity (ROE)	169.1	86.0	122.8	55.9	56.9	28.9	19.5	9.2	12.4	(3.5)	11.3
Return on assets (ROA)	12.6	27.1	45.6	39.3	45.1	22.8	16.4	12.0	17.3	1.6	15.8
Payout ratio	-	6.0	7.8	7.9	⁽¹⁾ 20.1	20.7	20.3	⁽²⁾ 37.4	⁽²⁾ 29.5	⁽²⁾ -	-

⁽¹⁾ Payout ratio for the year ended March 2004 was computed including a commemorative dividend ⁽²⁾ Consolidated payout ratio

Other	2000.3	2001.3	2002.3	2003.3	2004.3	2005.3	2006.3	2007.3	2008.3	2009.3	2010.3 1Q
Total number of shares issued and outstanding (shares) ⁽³⁾	200	2,320	2,930	32,300	161,500	347,000	347,000	347,000	347,000	347,000	347,000
Treasury stock (shares)	-	-	-	-	-	-	-	-	-	10,643	10,643
Number of employees (people)	210	319	323	460	651	758	901	1,022	1,077	827	869

⁽³⁾ • October 2002 1:10 stock split • November 2003 1:5 stock split • September 2004 1:2 stock split

Reference: Segment Information for the Year Ended March 2009

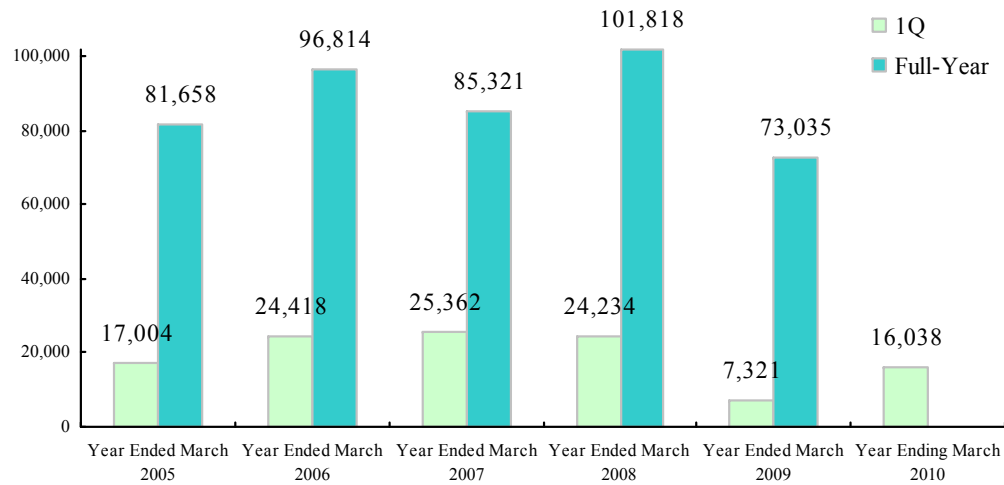
(Unit: Million yen)

	Year Ended March 2009*1			
	1Q Results	1st Half Results	1Q-3Q Results	Full-Year Results
Net sales				
Pachinko/Pachslot (PS) Field	4,197	34,957	52,501	55,724
Game Field	1,904	4,127	8,751	12,593
Sports Field	961	1,977	2,995	3,589
Movies Field	26	30	72	73
Web Service Field	-	-	-	1,609
Other Field	394	771	1,212	56
Subtotal	7,485	41,864	65,532	73,647
Elimination or incorporation	(163)	(274)	(480)	(612)
Total	7,321	41,590	65,051	73,035
Operating income				
Pachinko/Pachslot (PS) Field	(1,562)	5,569	7,712	4,031
Game Field	(1,112)	(1,619)	(926)	(1,289)
Sports Field	(169)	(342)	(437)	(537)
Movies Field	(488)	(522)	(514)	(503)
Web Service Field	-	-	-	455
Other Field	65	152	261	(176)
Subtotal	(3,267)	3,237	6,095	1,980
Elimination or incorporation	(44)	14	(13)	(19)
Total	(3,312)	3,252	6,082	1,960

*1 The reference shows the results by the segment at the 4Q of the year ended March 2009.

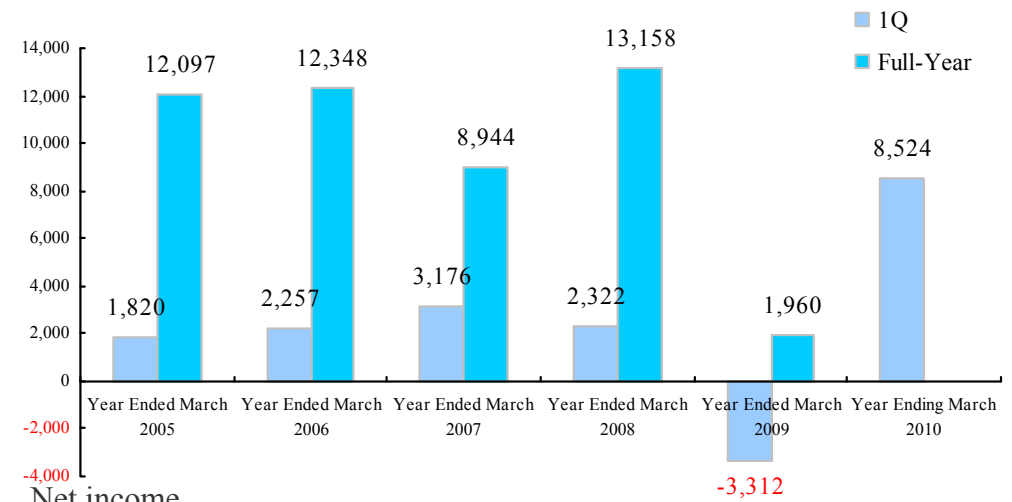
Change in Financial Results (Consolidated)

Net sales

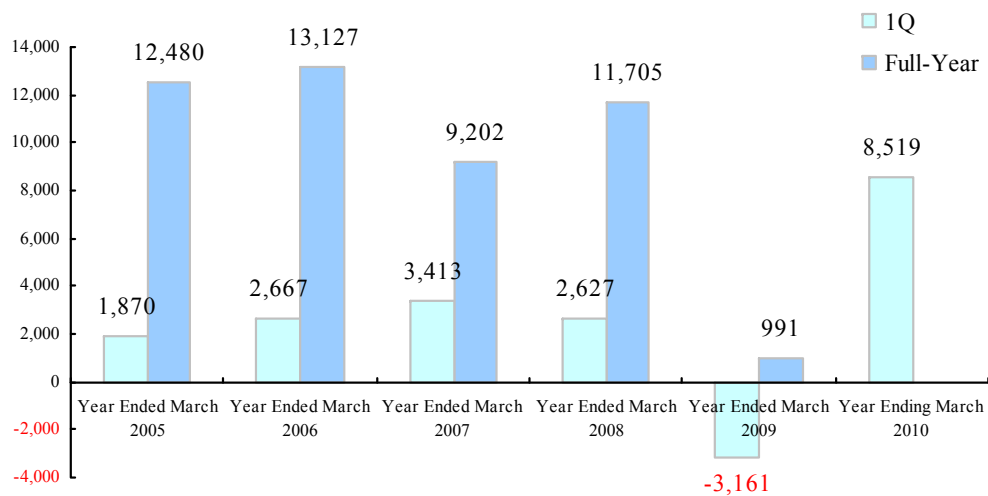


Operating income

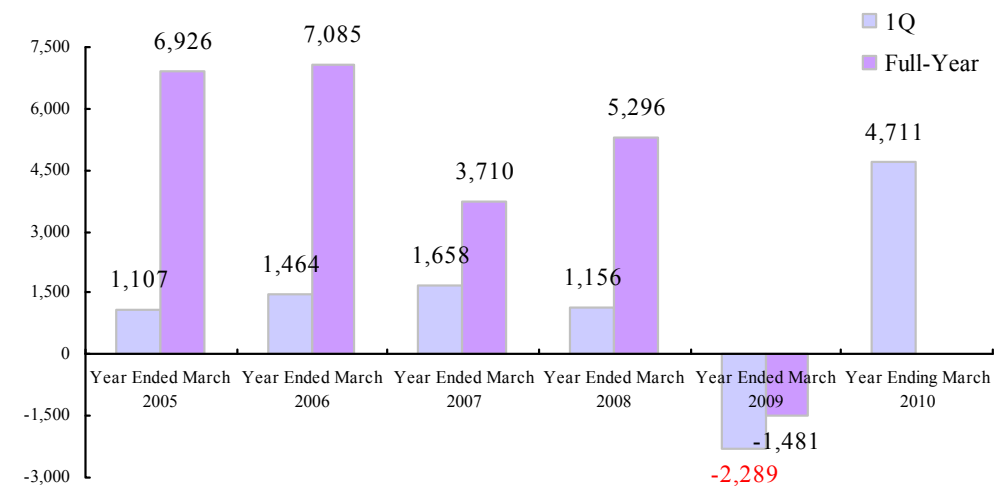
(Unit: Million yen)



Ordinary income



Net income



Change in Assets/Liabilities, Net Assets (Consolidated)

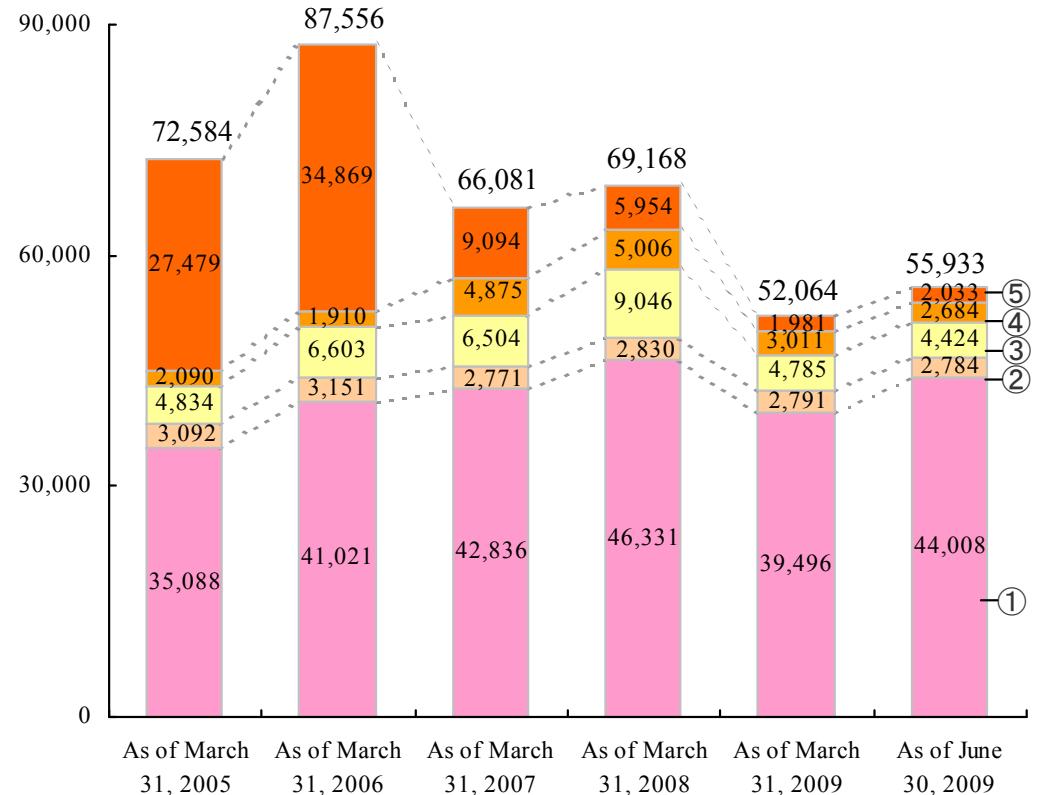
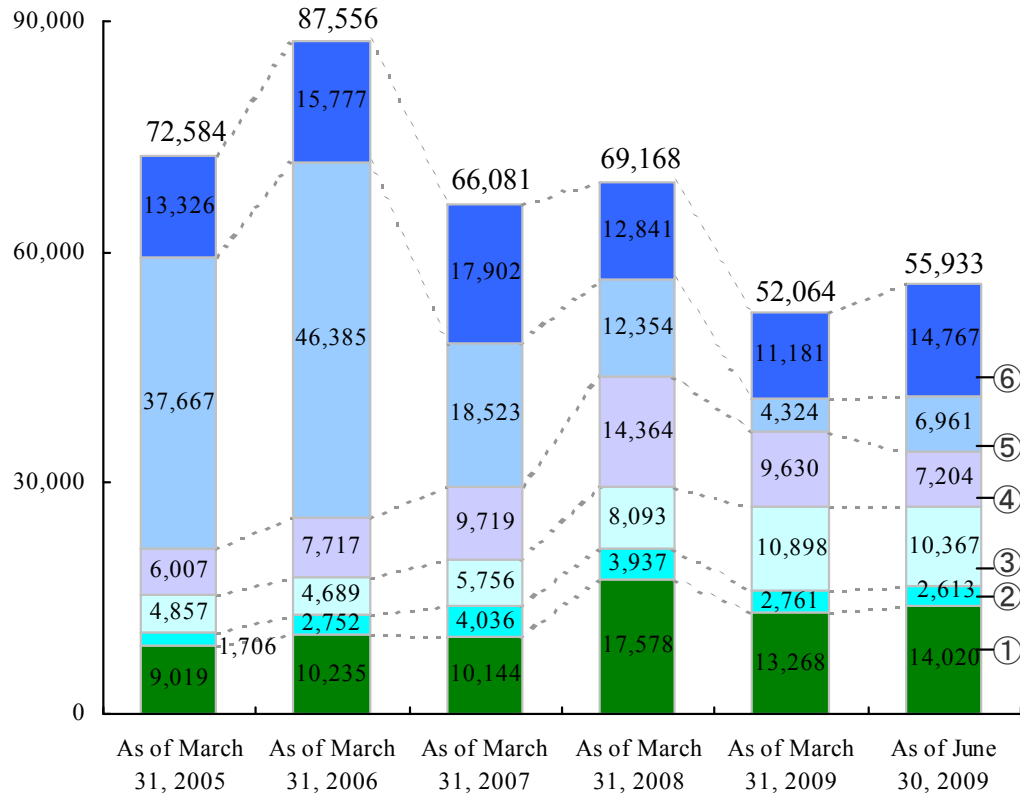
Change in Assets

Change in Liabilities/Net Assets

(Unit: Million yen)

- ① Investments and other assets
- ② Intangible fixed assets
- ③ Tangible fixed assets
- ④ Other current assets
- ⑤ Notes and accounts receivable trade
- ⑥ Cash and cash equivalents

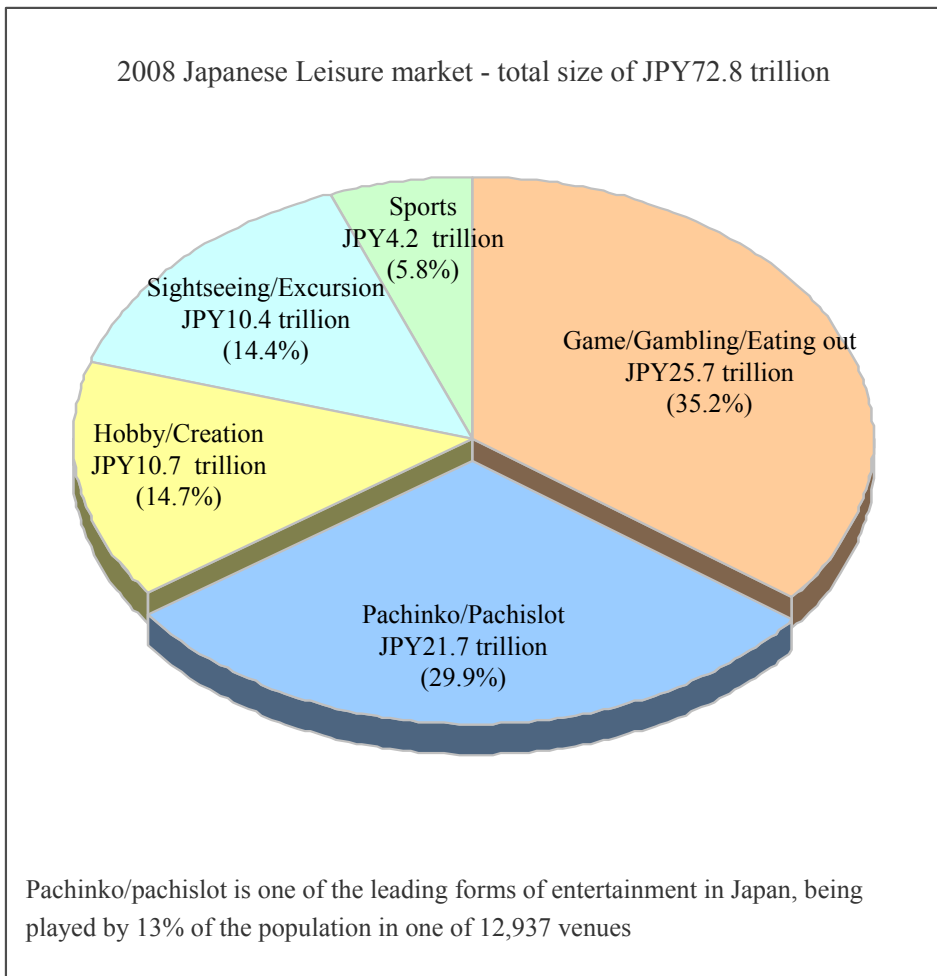
- ① Net assets
- ② Other fixed liabilities
- ③ Other current liabilities
- ④ Interest-bearing liabilities
- ⑤ Notes and accounts payable trade



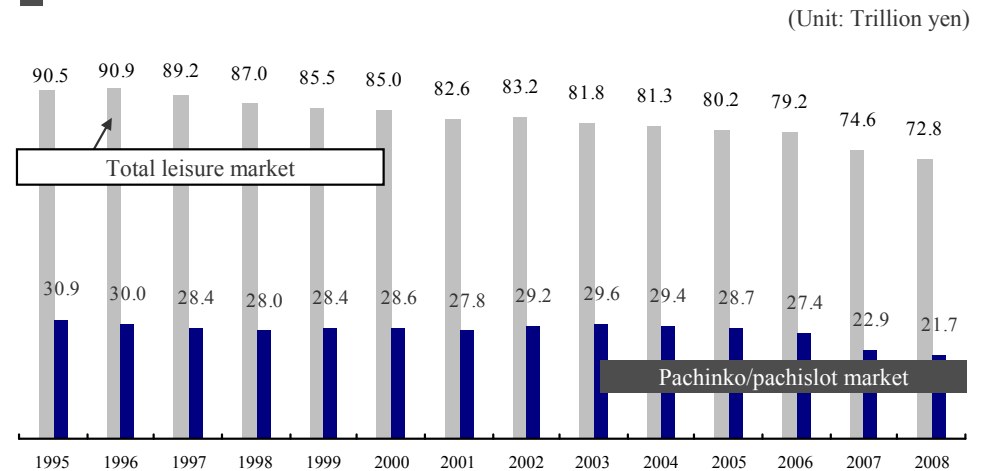
Note: Regarding net assets before March 31, 2006 the figure shows the total of the net assets and minority shareholders equity.

Appendix II (Market Date)

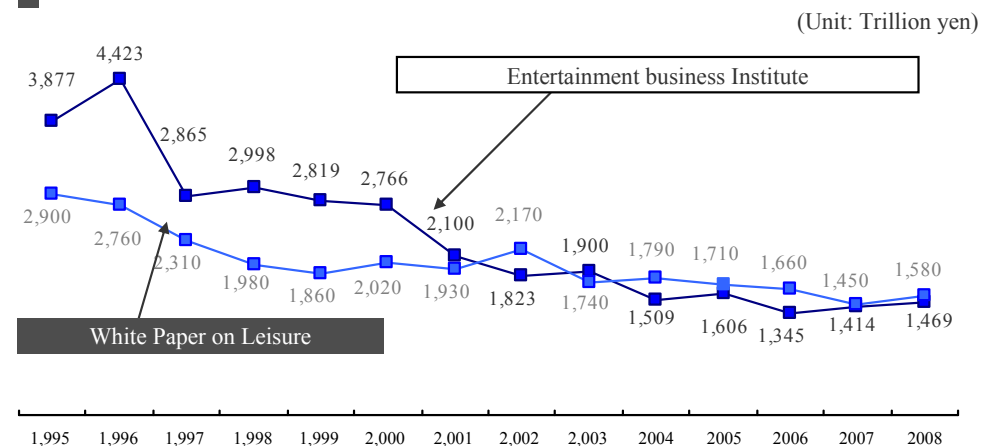
Market Scale of Pachinko/Pachislot Industry



Change in Pachinko/Pachislot Market

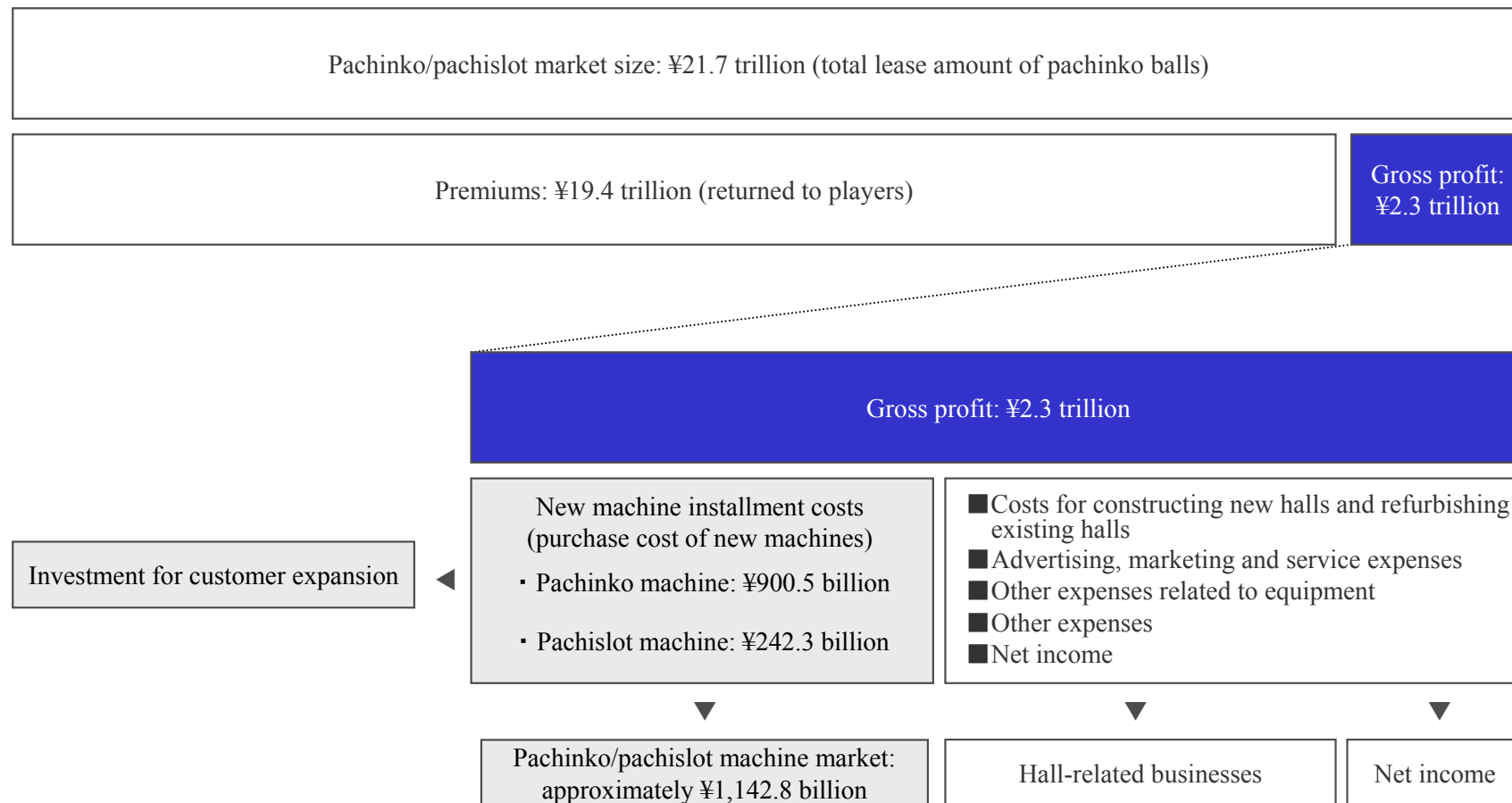


Change in Number of Pachinko/Pachislot Players



Income Structure of Pachinko/Pachislot Industry (2008)

Income Structure of Pachinko Halls



Players in the Pachinko/Pachislot Industry

Players

Machine manufacturers

(As of March 31, 2009)



- 31 pachinko machine manufacturers
- Over 60 pachislot machine manufacturers
- Regulated

Example: Sammy Corporation, SANKYO CO., LTD., Olympia Co., Ltd., and KYORAKU SANGYO

Parts and software manufacturers

- Software for graphics chips and liquid crystal displays
- Parts of pachinko/pachislot machines and other items

Example: Axell Corporation and EIZO NANA O CORPORATION

Direct sales
40% for pachinko and 20% for pachislot

Distributors

- Usually paid via a commission from manufacturers but may also have a resale model for pachislot
- Network of salesmen
- Not directly regulated

Indirect sales
60% for pachinko and 80% for pachislot

Pachinko Hall Operators



- Around 12,937 in Japan (2008)
- Neighbourhood based
- Large number of small owner operators but some significant chains
- Constant need to attract and retain players
- 'Fickle' client base
- High machine turnover (every 12 months)
- On average, each machine pays for itself in 3-6 weeks
- Regulated

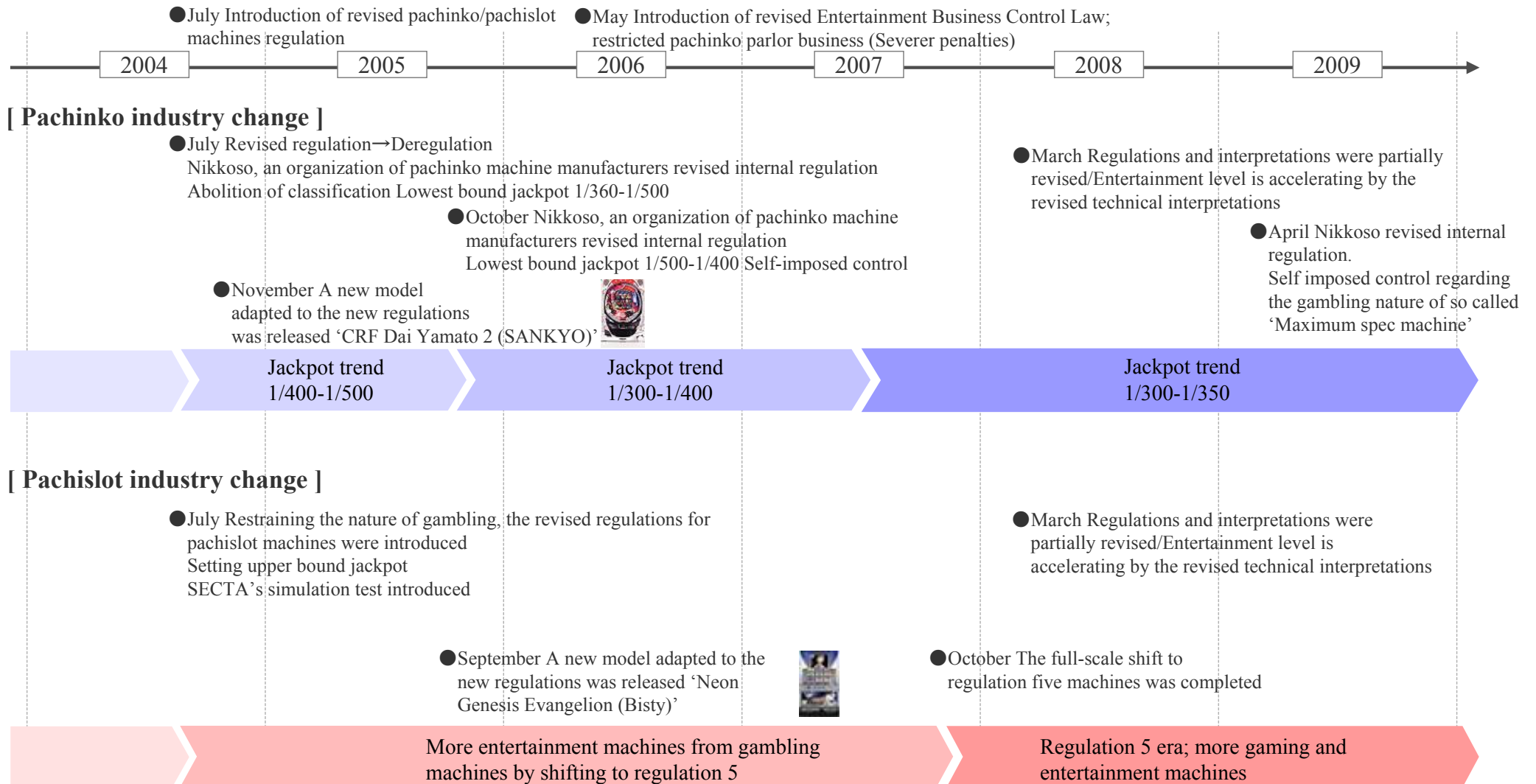
Example: Dynam Co., Ltd., Maruhan Corporation and Gaia

Peripheral equipment manufacturers and others

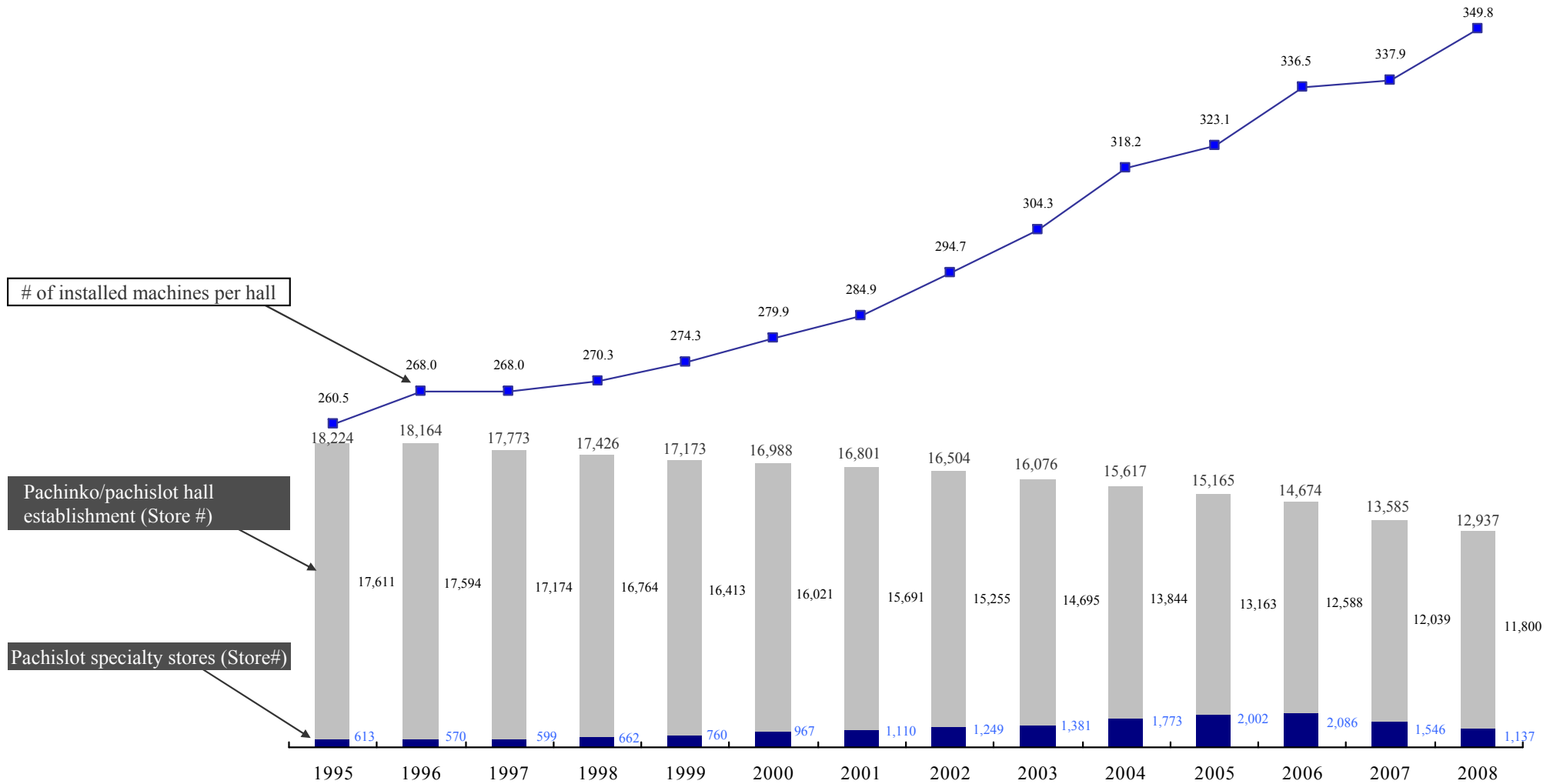
- Unit and pachinko hall computers
- Premiums, equipment and other items

Example: Daikoku Denki Co., Ltd. and Japan Cash Machine Co., Ltd.

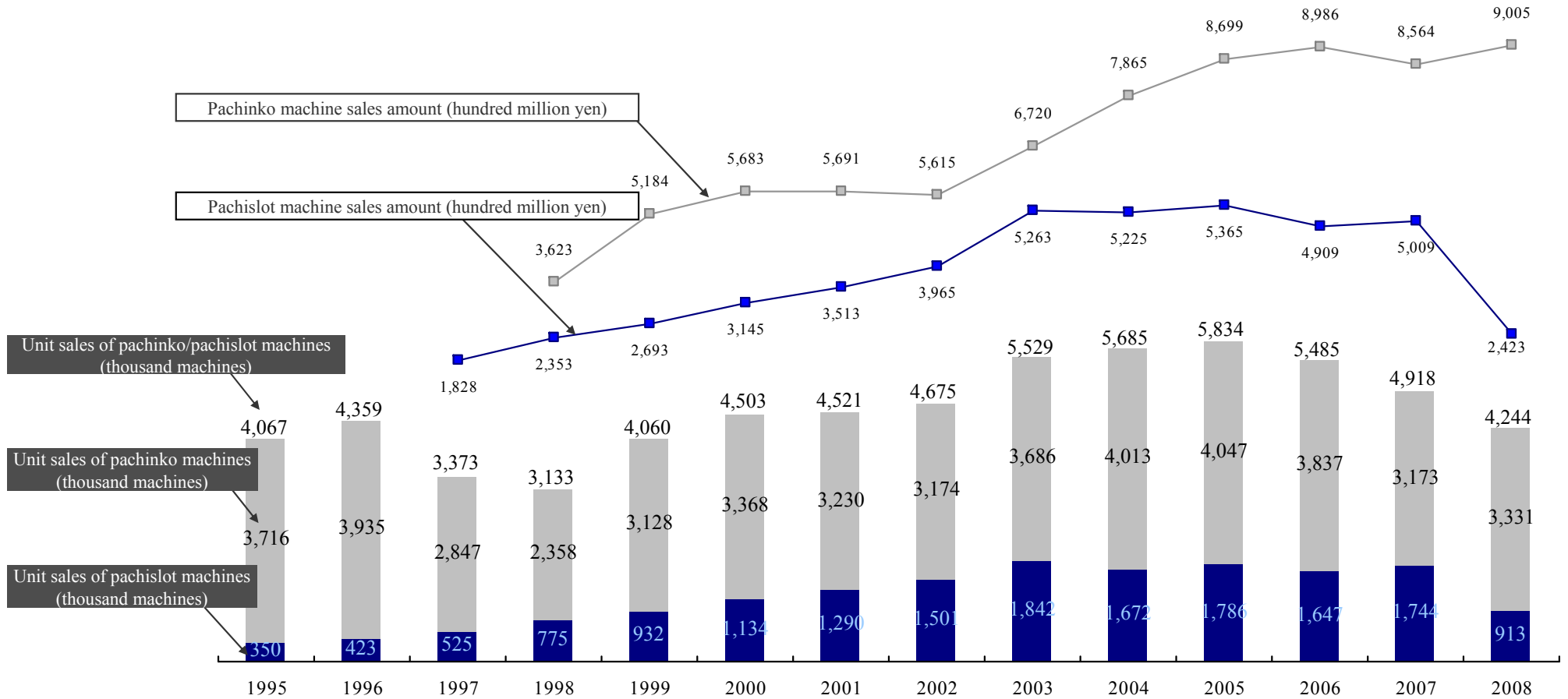
Recent Trend of Pachinko Industry



Number of Pachinko Halls and Installed Machines Per Hall

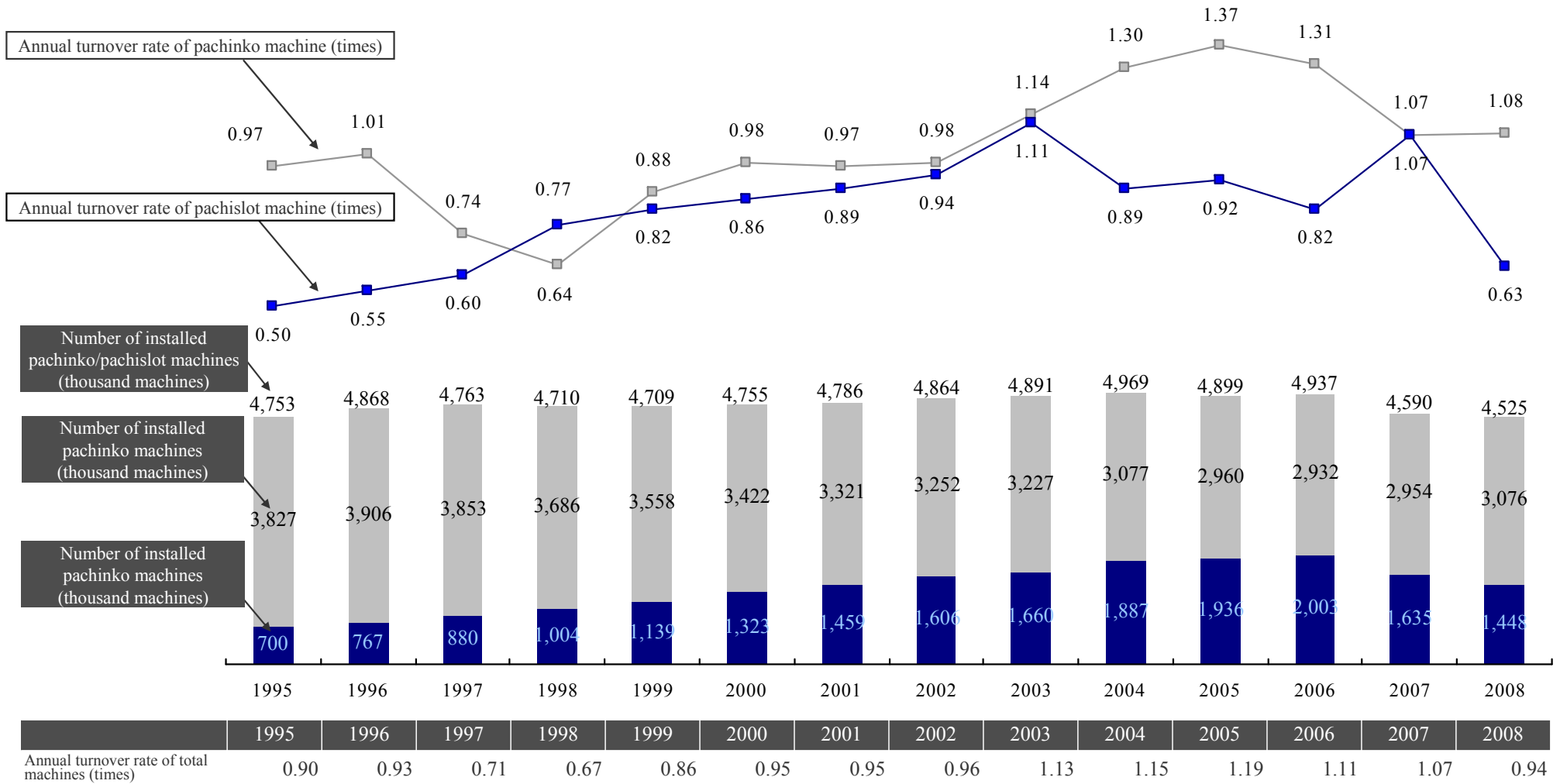


Unit Sales and Sales Amount of Pachinko/Pachislot Machines



	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Pachinko/pachislot machine total sales amount (hundred million yen)	NA	NA	NA	5,976	7,877	8,828	9,204	9,580	11,983	13,090	14,064	13,895	13,573	11,428

Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate



Unit Sales Share -Pachinko Machine

Ranking	2003		2004		2005		2006		2007		2008	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	Sanyo	25.2%	Sanyo	22.9%	Sanyo	24.7%	Sanyo	23.1%	Sanyo	25.8%	Sanyo	24.3%
2	SANKYO	16.4%	SANKYO	21.1%	SANKYO	18.2%	KYORAKU	20.9%	SANKYO	22.9%	SANKYO	13.6%
3	Daiichi Shokai	9.5%	Heiwa	8.7%	KYORAKU	9.6%	SANKYO	16.7%	KYORAKU	16.1%	Sammy	11.8%
4	Heiwa	7.0%	Daiichi Shokai	7.6%	Newgin	7.9%	Newgin	6.6%	Newgin	6.4%	KYORAKU	10.5%
5	Sammy	6.7%	Newgin	6.9%	Sammy	7.1%	Daiichi Shokai	5.1%	Daiichi Shokai	5.3%	Newgin	10.5%

* The number of sales of Heiwa in FY2004 is converted for 15 months for the accounting period change

* SANKYO's sales share includes Bisty

* Sammy's sales share includes GINZA from 2006 and TAIYO ELEC from 2007

Unit Sales Share -Pachislot Machine

Ranking	2003		2004		2005		2006		2007		2008	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	Sammy	32.1%	Sammy	40.4%	Sammy	33.9%	Sammy	31.8%	Sammy	21.8%	Yamasa	18.8%
2	Olympia	18.4%	Olympia	16.4%	Daito Giken	13.2%	Daito Giken	12.1%	Aruze	11.0%	SANKYO	14.6%
3	Aruze	13.6%	Yamasa	8.9%	Heiwa/Olympia	10.4%	Heiwa/Olympia	10.9%	SANKYO	9.7%	Sammy	13.5%
4	Yamasa	11.9%	Daito Giken	7.8%	Yamasa	8.4%	Yamasa	10.5%	Daito Giken	8.7%	Heiwa/Olympia	7.4%
5	Daito Giken	4.8%	Aruze	4.6%	SANKYO	6.2%	Kita Denshi	9.4%	Yamasa	8.7%	Kita Denshi	6.5%

* Sammy's sales share includes Rodeo, IGT, TRIVY, GINZA from 2006 and TAIYO ELEC from 2007

* SANKYO's sales share includes Bisty

* Aruze's sales share includes Eleco, Mizuho and Macy

* Olympia's sales share includes Olympia and Heiwa's all the brands from 2005

Reference: Our IR Site

Information for investors can be found in an easy to use and convenient format at our IR site. Please visit us.

Fields IR Site (Information for shareholders and investors) <http://www.fields.biz/ir/j/> (Japanese)

<http://www.fields.biz/ir/e/> (English)

[Corporate Vision and Growth Strategy]

Simple and clear summary of Fields Corporation vision and growth strategy

[For Investors]

The easy to use site allows individual investors and first time visitors to the IR site to learn more about the Fields Corporation

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Information on financial and business results, corporate data and IR archives are listed in an easy to understand format



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Potential risks and uncertainties include, but are not limited to, the economic environment of the pachinko/pachislot market in which the Company operates, market competition and the products handled by the Company.