

3rd quarter

Supplementary Financial Document
for the Nine Months Ended December 31, 2009

February 5, 2010



3rd quarter

Fields Corporation
JASDAQ:2767

Fields Corporation

Index

FIELDS CORPORATION

The greatest leisure for all people

1. Highlights for the Nine Months Ended December 31, 2009	P. 3	3. Appendix I	P. 17
Consolidated Results for the Nine Months Ended December 31, 2009	P. 4	Corporate Profile	P. 18
Reference: Non-Consolidated Results for the Nine Months Ended December 31, 2009	P. 5	Our Tracks (1988 – 2000)	P. 19
Segment Information for the Nine Months Ended December 31, 2009	P. 6	Our Tracks (2001 – 2009)	P. 20
Balance Sheets for the Nine Months Ended December 31, 2009 (Assets)	P. 7	Group Structure	P. 21
Balance Sheets for the Nine Months Ended December 31, 2009 (Liabilities,/Net Assets)	P. 8	Profit Return Policy	P. 22
Statement of Cash Flows for the Nine Months Ended December 31, 2009	P. 9	Business Model	P. 23
2. Supplementary Data for the Nine Months Ended December 31, 2009	P. 10	Accounting Method of Pachinko/Pachislot Sales	P. 24
Number of Pachinko/Pachislot Machines Sold According to Title for the Nine Months Ended December 31, 2009	P. 11	Glossary of Fields' Pachinko/Pachislot Machine Sales	P. 25
Titles Sold for the Nine Months Ended December 31, 2009	P. 12	Business flow and Accounting Method of Merchandising Rights Regarding Pachinko/Pachislot Planning and Development	P. 26
Titles Press Released for the 4Q of the Year Ending March 31, 2010	P. 13	Change of “Neon Genesis Evangelion” Series	P. 27
Number of Pachinko/Pachislot Machines Sold According to Manufacturer for the Nine Months Ended December 31, 2009	P. 14	Topics for the 4Q of the Year Ending March 31, 2010	P. 28
Change in the Number of Machines Sold by Brand	P. 15	Main Titles of Pachinko Machines Sold (2002.3-2009.3)	P. 29
Change in the Number of Pachinko/Pachislot Machines Sold	P. 16	Main Titles of Pachislot Machines Sold (2001.3-2009.3)	P. 30
		CSR Activities	P. 31
		Pachinko/Pachislot (PS) Field: Transition in the Number of Machines Sold	P. 32
		Financial Highlights	P. 33
		Change in Financial Results (Consolidated)	P. 34
		Change in Assets/Liabilities, Net Assets (Consolidated)	P. 35
		4. Appendix II (Market date)	P. 36
		Japanese Leisure Market	P. 37
		Income Structure of Pachinko/Pachislot Industry (2008)	P. 38
		Players in the Pachinko/Pachislot Industry	P. 39
		Recent Trend of Pachinko/Pachislot Industry	P. 40
		Number of Pachinko Halls and Installed Machines Per Hall	P. 41
		Unit Sales and Sales Amount of Pachinko/Pachislot Machines	P. 42
		Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate	P. 43
		Market Share by Manufacturers	P. 44

Highlights for the Nine Months Ended December 31, 2009

Consolidated Results for the Nine Months Ended December 31, 2009

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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	1st Half Results	1Q-3Q 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]	21,444 [100.0]	24,521 [100.0]	37.7	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]	13,109 [61.1]	13,997 [57.1]	61.7	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]	7,722 [36.0]	12,628 [51.5]	76.0	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]	5,386 [25.1]	1,368 [5.6]	22.5	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]	5,051 [23.6]	1,090 [4.5]	19.5	10,000 [14.3]	1009.1
Net income	(2,289) [-]	845 [2.0]	1,654 [2.5]	(1,481) [-]	4,711 [29.4]	2,181 [10.2]	(273) [-]	-	4,500 [6.4]	-

Reference: Non-Consolidated Results
for the Nine Months Ended December 31, 2009

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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	1st Half Results	1Q-3Q 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]	19,233 [100.0]	20,972 [100.0]	41.1	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]	12,233 [63.6]	12,465 [59.4]	64.6	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]	6,520 [33.9]	10,563 [50.4]	90.9	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]	5,712 [29.7]	1,901 [9.1]	24.8	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]	5,861 [30.5]	2,168 [10.3]	22.5	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]	3,070 [16.0]	963 [4.6]	17.8	5,000 [7.9]	436.7

Segment Information for the Nine Months Ended December 31, 2009

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(Unit: Million yen)

	Year Ended March 2009			Year Ending March 2010			
	1Q Results* ³	1st Half Results* ³	1Q-3Q Results	1Q Results	1st Half Results	1Q-3Q Results	Composition (%)
Net sales							
Pachinko/Pachslot (PS) Field	4,197	34,957	52,501	15,029	19,415	21,505	86.1%
Sports Entertainment Field* ¹	961	1,977	2,995	565	1,181	1,807	7.2%
Mobile Field* ¹	366	736	1,168	519	991	1,403	5.6%
Game Field* ²	1,904	4,127	8,751	—	—	—	—
Other Field	54	66	115	252	259	270	1.1%
Subtotal	7,485	41,864	65,532	16,368	21,847	24,987	100.0%
Elimination or incorporation	(163)	(274)	(480)	(329)	(403)	(466)	
Total	7,321	41,590	65,051	16,038	21,444	24,521	
Operating income							
Pachinko/Pachslot (PS) Field	(1,562)	5,569	7,712	8,543	5,407	1,463	101.2%
Sports Entertainment Field* ¹	(169)	(342)	(437)	(96)	(162)	(253)	(17.6%)
Mobile Field* ¹	120	227	373	124	247	305	21.1%
Game Field* ²	(1,112)	(1,619)	(926)	—	—	—	—
Other Field	(544)	(596)	(626)	58	(17)	(69)	(4.8%)
Subtotal	(3,267)	3,237	6,095	8,629	5,476	1,446	100.0%
Elimination or incorporation	(44)	14	(13)	(104)	(89)	(78)	
Total	(3,312)	3,252	6,082	8,524	5,386	1,368	

*1 The segments were renamed in the first quarter of the year ending March 2010. Please refer to the documents of 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 The segment information is based on the business categories adopted in the first quarter of the year ending March 2010.

Balance Sheets for the Nine Months Ended December 31, 2009 (Assets)

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(Unit: Million yen)

Assets	At March 31, 2009	At December 31, 2009	Increase/ Decrease	Factors
Cash and cash equivalents	11,181	14,256	3,075	Increase due to sales of CR Eva 5th
Notes and accounts receivable—trade	4,324	2,595	(1,729)	Decrease in notes receivable, etc.
Inventories	963	1,642	679	
Other	8,744	5,888	(2,856)	Decrease in merchandising rights advances
Allowance for doubtful accounts	(77)	(64)	13	
Total current assets	25,135	24,317	(818)	
Land	6,514	5,934	(580)	Sale of building, etc. at the Tokyo Office, Disposal of buildings, etc. at the Osaka Branch
Other	4,384	3,881	(503)	
Total tangible fixed assets	10,898	9,815	(1,083)	
Goodwill	326	261	(65)	
Other	2,435	2,126	(309)	Decrease due to software depreciation, etc.
Total intangible fixed assets	2,761	2,387	(374)	
Investment securities	7,989	7,924	(65)	
Other	5,535	5,581	46	Increase in long-term loans
Allowance for doubtful accounts	(256)	(218)	38	
Total investments and other assets	13,268	13,287	19	
Total fixed assets	26,929	25,491	(1,438)	
Total assets	52,064	49,808	(2,256)	

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

Balance Sheets for the Nine Months Ended December 31, 2009 (Liabilities/Net Assets)

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(Unit: Million yen)

Liabilities and Net Assets	At March 31, 2009	At December 31, 2009	Increase/ Decrease	Factors
Notes and accounts payable—trade	1,981	1,348	(633)	Increase in notes payable of distribution sales
Corporate bonds redeemable within 1 year	720	720	0	
Accrued income taxes	263	866	603	
Other	4,583	4,547	(36)	Decrease in deposits received
Total current liabilities	7,547	7,481	(66)	
Corporate bonds	2,230	1,570	(660)	Decrease due to redemption of corporate bonds
Other	2,791	2,756	(35)	
Total fixed liabilities	5,021	4,326	(695)	
Total liabilities	12,568	11,807	(761)	
Common stock	7,948	7,948	0	
Capital surplus	7,994	7,994	0	
Retained earnings	25,808	24,020	(1,788)	Decrease in retained earnings as profit decreased
Treasury stock	(1,330)	(1,406)	(76)	
Total shareholders' equity	40,420	38,556	(1,864)	
Unrealized holding gain on available-for-sale securities	(956)	(673)	283	
Total valuation and translation differences	(957)	(673)	284	
Minority interest	32	117	85	
Total net assets	39,496	38,000	(1,496)	
Total liabilities and net assets	52,064	49,808	(2,256)	

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

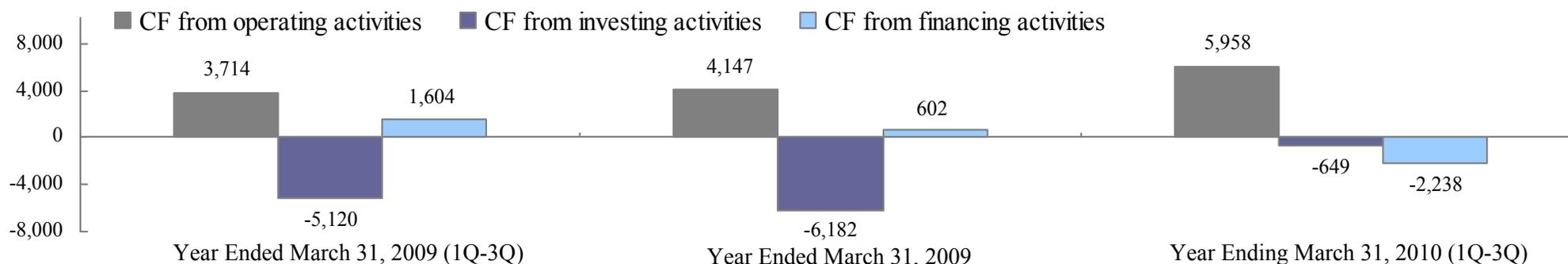
Statement of Cash Flows for the Nine Months Ended December 31, 2009

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(Unit: Million yen)

	Year Ended March 2009		Year Ending March 2010	
	1Q-3Q	Full-Year	1Q-3Q	Factors
Cash flows from operating activities	3,714	4,147	5,958	Income before income taxes and minority interest 666 Income taxes refund 2,868 Decrease in notes and accounts receivable-trade 2,812 Decrease in deposits received 1,309
Cash flows from investing activities	(5,120)	(6,182)	(649)	Proceeds from sale of tangible fixed assets 615 Expenditure for loans (357) Purchases of tangible fixed assets (411)
Cash flows from financing activities	1,604	602	(2,238)	Dividends paid (1,501) Redemption of corporate bonds (660) Purchase of treasury stock (76)
Effect of exchange rate changes on cash and cash equivalents	(116)	(79)	(6)	
Increase (decrease) in cash and cash equivalents	82	(1,512)	3,064	
Cash and cash equivalents at beginning of period	12,693	12,693	11,181	
Cash and cash equivalents at end of period	12,776	11,181	14,246	



Supplementary Data for the Nine Months Ended December 31, 2009

Number of Pachinko/Pachislot Machines Sold According to Title for the Nine Months Ended December 31, 2009

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(Unit: Machines)

Release	Manufacture	Title	1Q Machines sold	2Q Machines sold	3Q Machines sold	Cumulative machines sold
→ Pachinko machines						
April	Bisty	CR Neon Genesis Evangelion—The Beginning and the End	235,969	-	-	237,000
October	Bisty	CR Iron Chef	-	-	-	-
	Other	*Sold “CR Showa Legend Minami Haruo (by Ginza)” in July as the sales agency	8,122	22,030	8,190	
Total number of pachinko machines sold			244,091	22,193	15,697	
					Total number of pachinko machines sold in 3Q	281,981
→ Pachislot machines						
April	Olympia	Aim for the Ace!	-	-	-	-
May	Bisty	Saturday Night Fever	-	-	-	-
November	Olympia	I am KONISHIKI	-	-	-	-
December	Rodeo	Hono-no Nekketsu Kyoshi	-	-	-	-
	Other		1,348	1,736	2,265	
Total number of pachislot machines sold			6,055	1,805	4,817	
					Total number of pachislot machines sold in 3Q	12,677
Total number of pachinko/pachislot machines sold			250,146	23,998	20,514	
					Total number of pachinko/pachislot machines sold in 3Q	294,658

* 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 January 31, 2010.

Titles Sold for the Nine Months Ended December 31, 2009

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(As of December 31, 2009))

→ Pachinko machines

Titles for the 1st Half



■ 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
©カラー・GAINAX
©Bisty

Released in
April



■ CR Showa Legend Minami Haruo

- Launched as a sole agent pachinko machines made by GINZA Corporation

©三波クリエイツ ©Sammy ©GINZA

Released in
August

Titles for the 3Q



■ CR Iron Chef

- Employing content from the cooking TV variety show “Iron Chef” broadcast in 1993
- Recreating an exciting kitchen battle in a way that combines pachinko functions with the tense excitement of a cooking battle

©FIELDS ©Bisty

Released in
October

→ Pachislot machines

Titles for the 1st Half



■ 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
April



■ 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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Released in
June

Titles for the 3Q



■ I am KONISHIKI

- Featuring a cartoon image of retired sumo wrestler Konishiki, a celebrity in Japan involved in a wide range of entertainment genres
- Realizing the sheer scale and stunning impact in true Konishiki style that everyone will enjoy

©KPK ©FIELDS

Released in
November



■ Hono-no Nekketsu Kyoshi

- Featuring former professional baseball player Kazuhiri Kiyohara, professional wrestler Kensuke Sasaki and Akira Hokuto
- Realizing new entertainment based on the new idea of grouping together top-level athletes in a competition that takes them beyond their own fields of expertise

©Japan Sports Marketing Inc.
©健介オフィス ©Sammy ©RODEO

Released in
December

Titles Press Released for the 4Q of the Year Ending March 31, 2010

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(As of January 31, 2010)

→ Pachinko machines

Titles for the 4Q



Released in January

■ CR GTO

- The machine draws on content from the hit comic-book series GTO, which was created by Toru Fujisawa
- Plenty of famous scenes featuring Eikichi Onizuka—known as Great Teacher Onizuka (GTO)—and his students also appear in the pachinko game

©藤沢とおる/講談社



Released in January

■ CR Neon Genesis Evangelion-The Angels Are Back Again YF

- The machine is equipped with specs that are the first of their kind in the pachinko market
- The machine features better odds for hitting the jackpot, while also seeking an optimal balance between ease of playing and a video game-like experience

©GAINAX・カラー/Project Eva. ©Bisty



Released in February

■ CR Shimizu no Jirocho—The Bonds of Life

- A first-class production team whose staff lead in various production categories and a splendid cast gathered for the machine
- The machine's visuals combine live action footage and animation
- The machine ties in with a special two-hour TV drama, The Restoration Legend of Shimizu no Jirocho (TV Tokyo affiliates)

→ Pachislot machines

Titles for the 4Q



Released in March



Coming soon

■ Neon Genesis Evangelion—Die Spur der SEELE

- The machine has a new special body depicting the world of Evangelion that has overwhelming presence
- The machine employs the images from the Rebuild of Evangelion movies, including material freshly adopted from the newest installment of the series, Evangelion: 2.0 You Can (Not) Advance

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Number of Pachinko/Pachislot Machines Sold According to Manufacturer for the Nine Months Ended December 31, 2009

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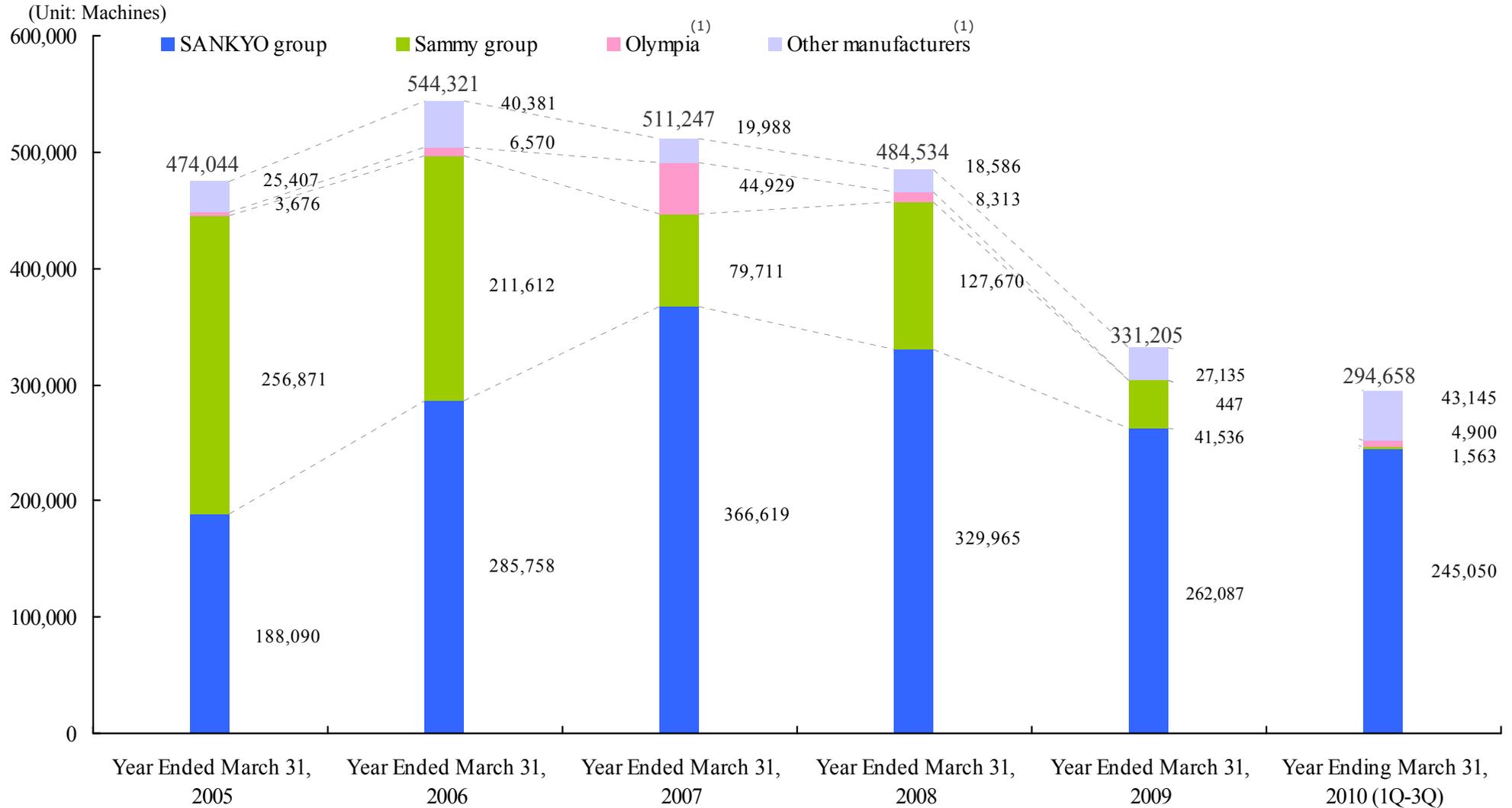
(Unit: Machines)

	Year Ended March 2009					Year Ending March 2010			
	1Q Results	2Q Results	3Q Results	1Q-3Q Results	Full-Year Results	1Q Results	2Q Results	3Q Results	1Q-3Q Results
→ Pachinko machines									
Sammy	-	-	11,661	11,661	11,725	-	-	-	-
Bisty	48,759	80,056	37,920	166,735	170,883	236,035	163	7,663	243,861
Others	4,478	4,246	4,965	13,689	19,917	8,056	22,030	8,034	38,120
Total number of pachinko machines sold	53,237	84,302	54,546	192,085	202,525	244,091	22,193	15,697	281,981
→ Pachislot machines									
Rodeo	4,269	36	24,483	28,788	29,811	65	-	1,498	1,563
Bisty	9	72,681	17,509	90,199	91,204	1,120	69	-	1,189
Olympia	307	12	82	401	447	3,639	109	1,152	4,900
Others	775	1,204	1,175	3,154	7,218	1,231	1,627	2,167	5,025
Total number of pachislot machines sold	5,360	73,933	43,249	122,542	128,680	6,055	1,805	4,817	12,677
Total number of pachinko/pachislot machines sold	58,597	158,235	97,795	314,627	331,205	250,146	23,998	20,514	294,658

Change in the Number of Machines Sold by Brand

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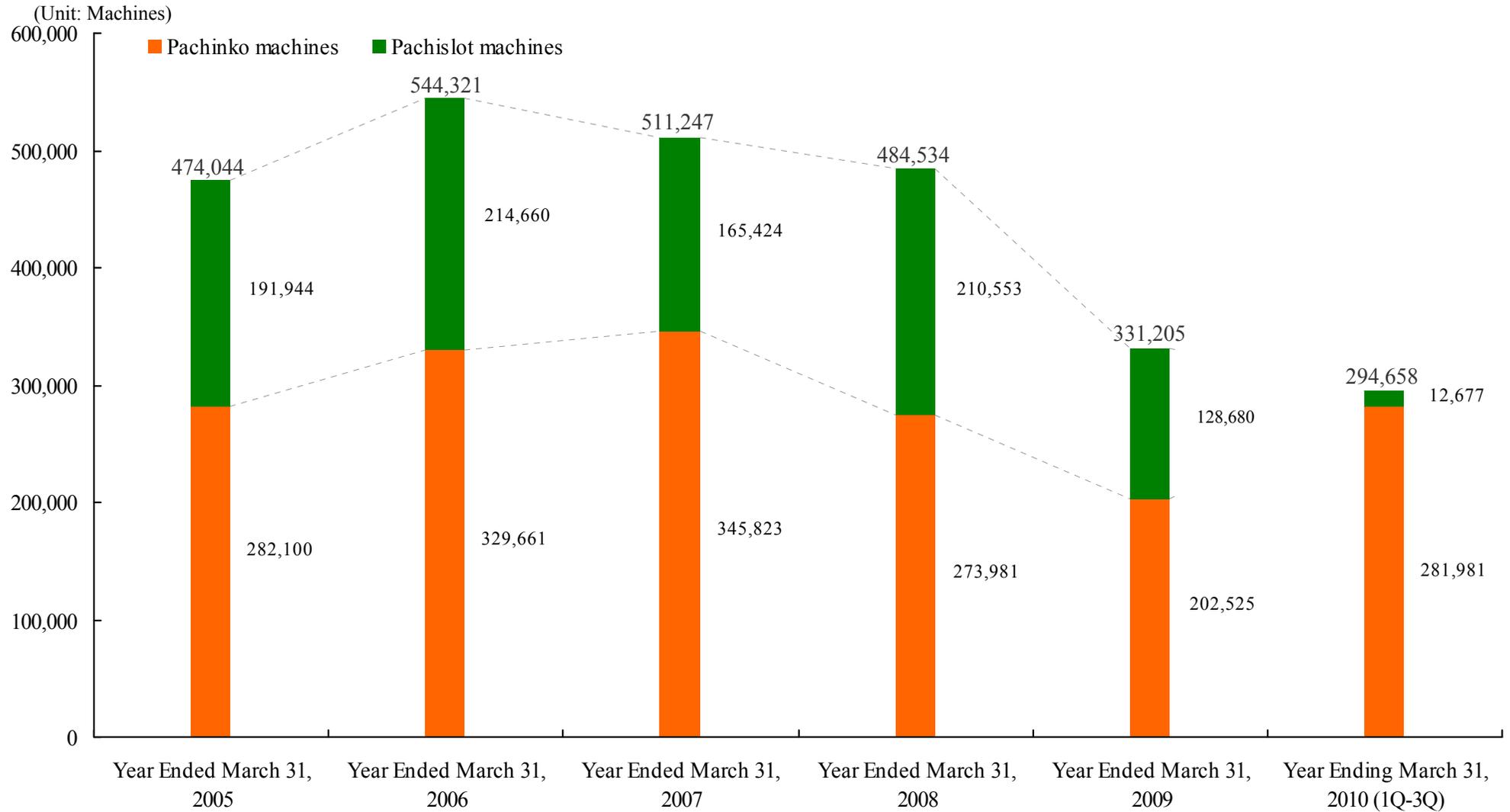


⁽¹⁾ Olympia Co., Ltd., was included in Other manufacturers in and before the year ended March 2006, therefore there is a difference between the figures announced in the past for said company and those presented here.

Change in the Number of Pachinko/Pachislot Machines Sold

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Appendix I

Corporate Profile

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Corporate data

(As of December 31, 2009)

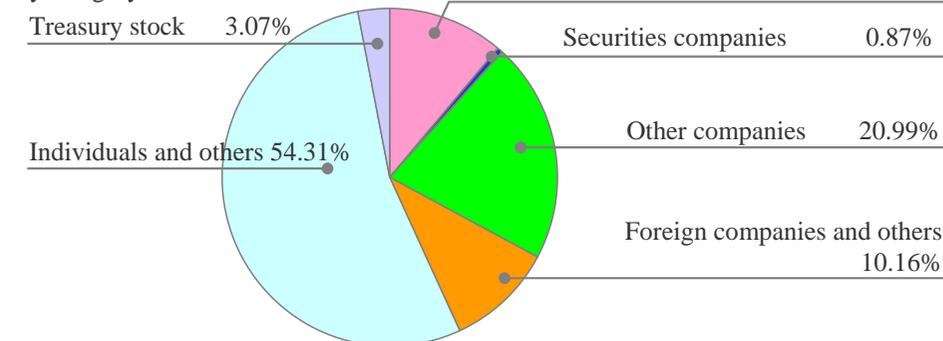
Company name	FIELDS CORPORATION http://www.fields.biz/
Establishment	June 1988 (Started business as TOYO Shoji Co., Ltd. in 1983)
Address of the Head office	E Space Tower, 3-6, Maruyama-cho, Shibuya-ku, Tokyo 150-0044, Japan
Common stock	¥7,948.03 million
Stock information	Total number of shares issued and outstanding: 347,000 (Treasury stock: 11,343)
Securities exchange	JASDAQ 2767
Number of employees	630 (Non-Consolidated) ,914 (Consolidated)
Main business activities	Planning, development and sales of pachinko/pachislot machines
Regional Offices and Branch Offices	<p><Regional Offices> Hokkaido-Tohoku, North Kanto, Tokyo, Nagoya, Osaka, Chugoku-Shikoku, Kyushu</p> <p><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</p>
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 September 30, 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%
The Master Trust Bank of Japan, Ltd. (Trust account)	12,987	3.74%
Japan Trustee Services Bank, Ltd. (Trust account)	10,647	3.07%
Takashi Oya	4,500	1.30%
STATE STREET BANK AND TRUST COMPANY	4,402	1.27%
Trust & Custody Services Bank, Ltd. (Securities investment trust account)	3,521	1.02%
NikkoCiti Trust and Banking Corporation (Trust account)	2,650	0.76%

Number of shareholders by category



Our Tracks (1988—2000)

FIELDS CORPORATION

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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.

1988

1992

1995

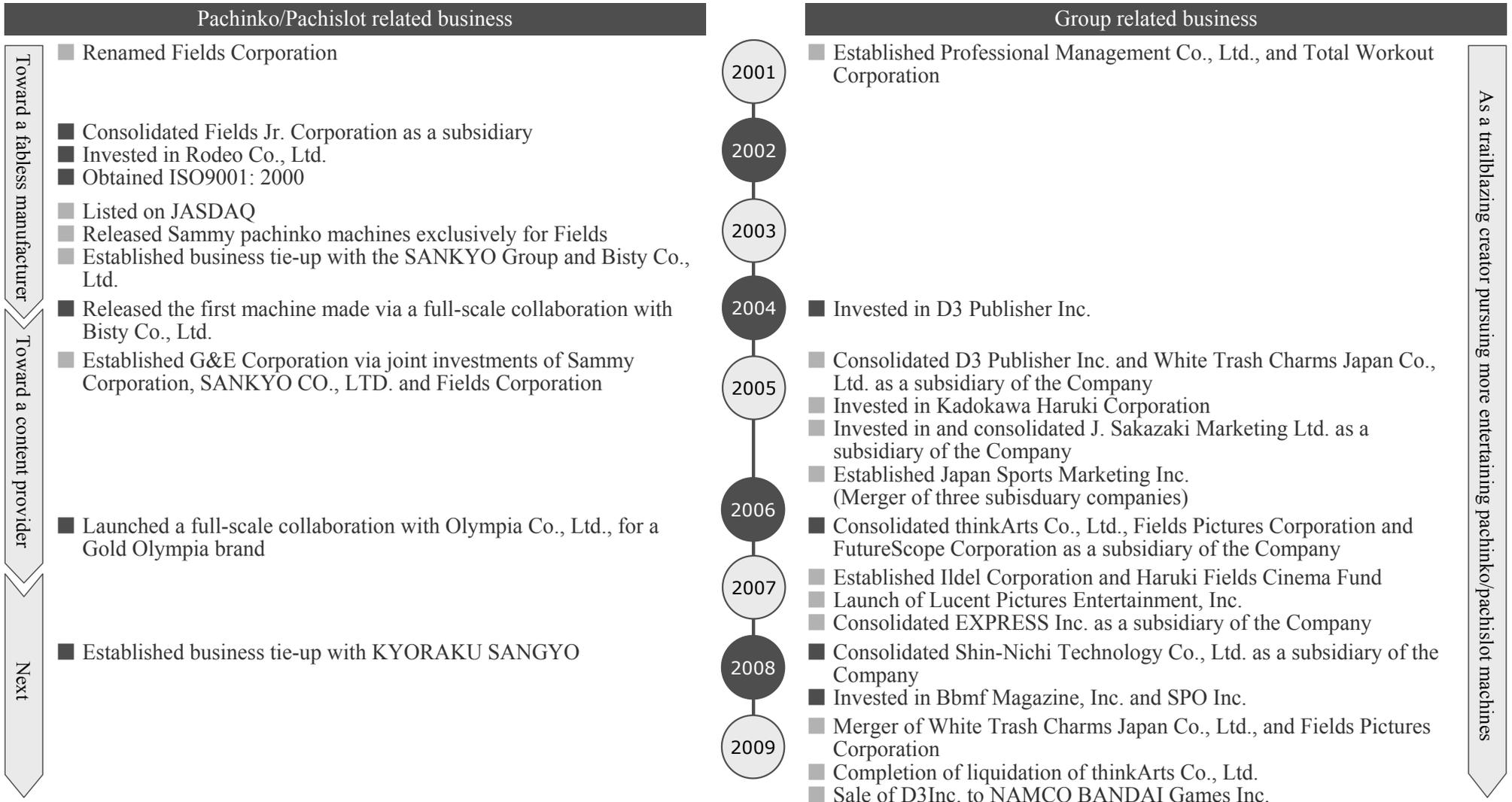
1999

2000

Our Tracks (2001—2009)

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Group Structure

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(As of December 31, 2009)



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

Profit Return Policy

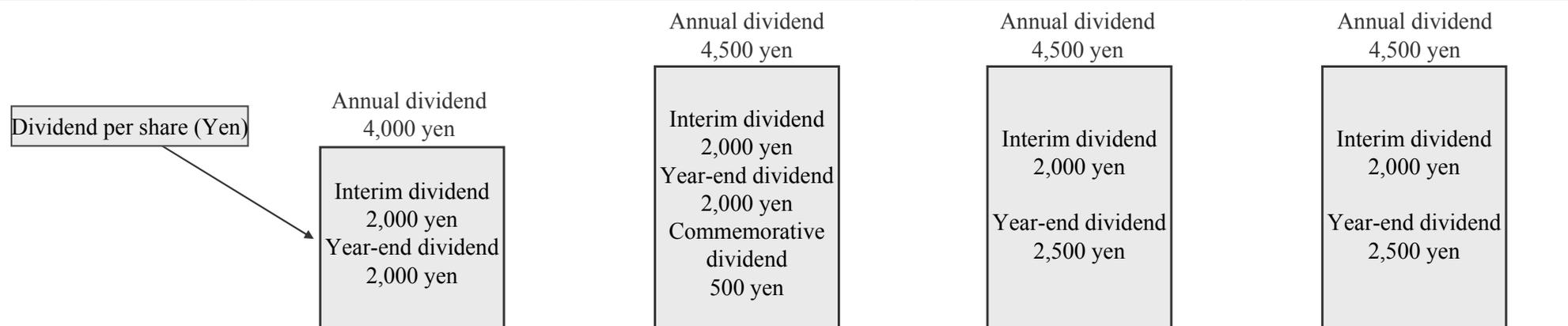
FIELDS CORPORATION

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Basic policy: Profit-based dividend / Consolidated payout ratio standard: Higher than 20%

(Unit: Million yen)

	Year Ended March 31, 2007	Year Ended March 31, 2008	Year Ended March 31, 2009	Year Ending March 31, 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	347,000
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

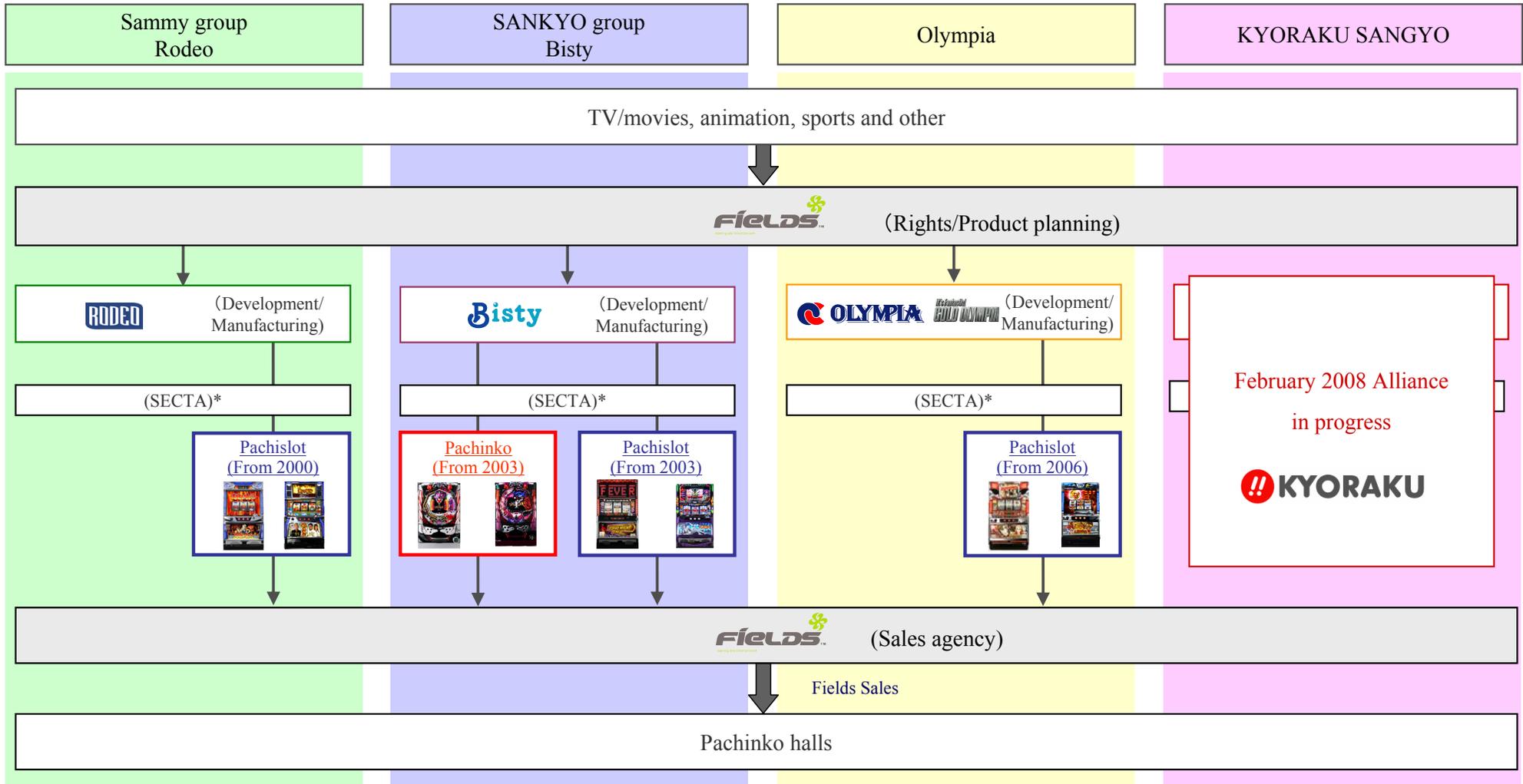


Business Model

FIELDS CORPORATION

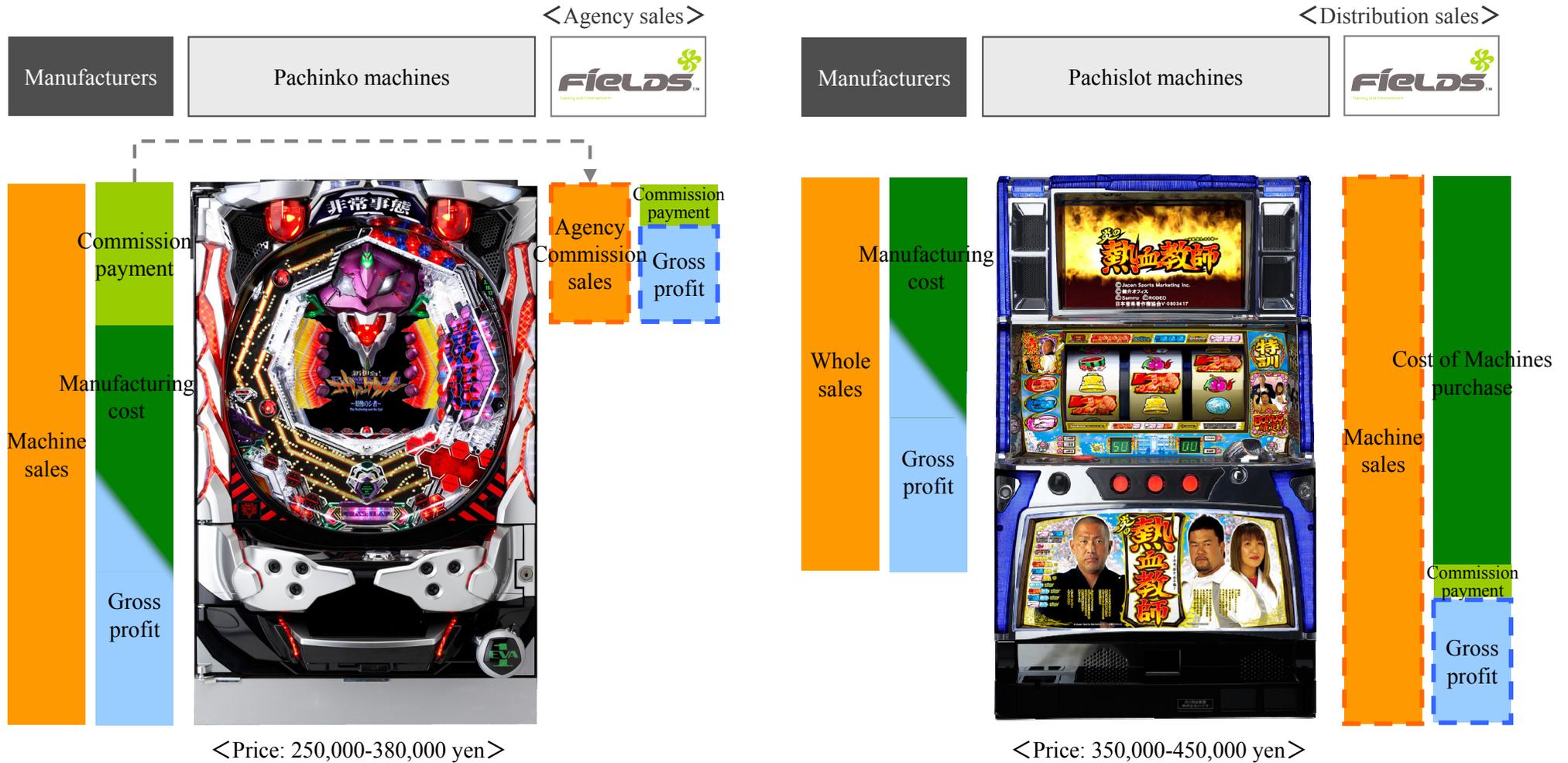
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(As of December 31, 2009)



*Security Electronics Communications Technology Association

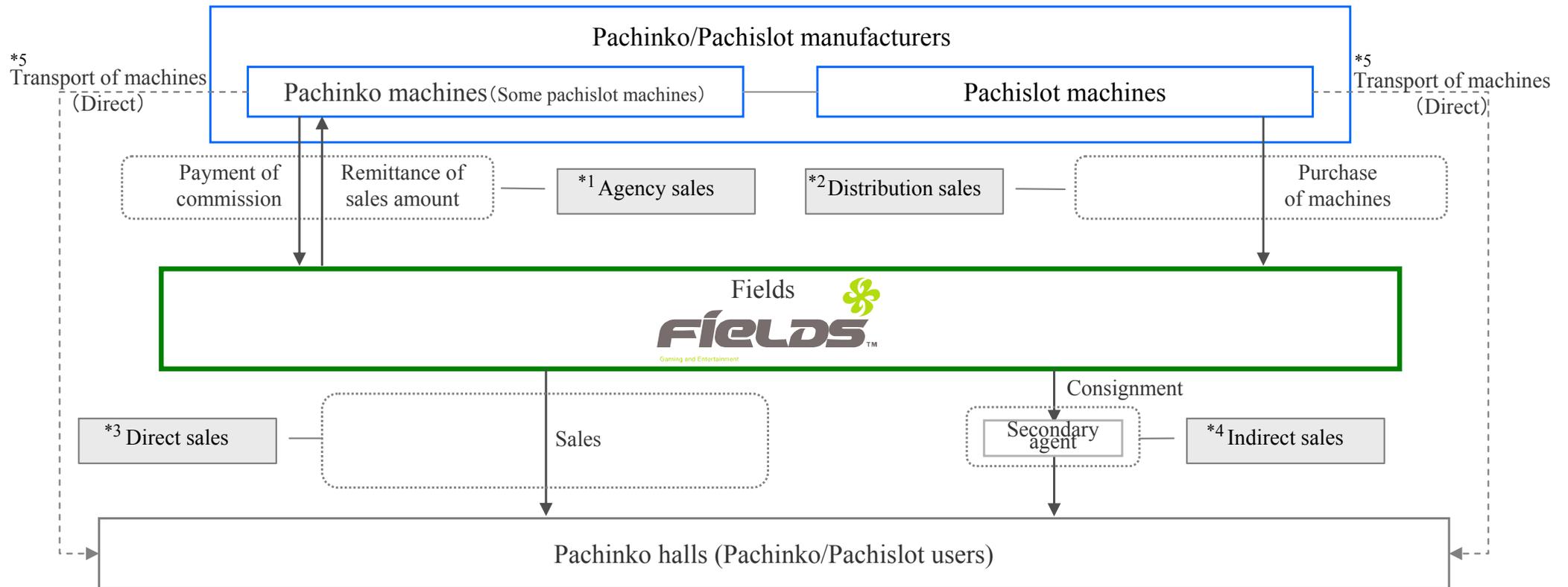
Accounting Method of Pachinko/Pachislot Sales (Image)



Glossary of Fields' Pachinko/Pachislot Machine Sales

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*1 Agency sales : Sales and profit by commission

*2 Distribution sales : Sales and profit by purchase of machines

*3 Direct sales : Direct sales by own sales force

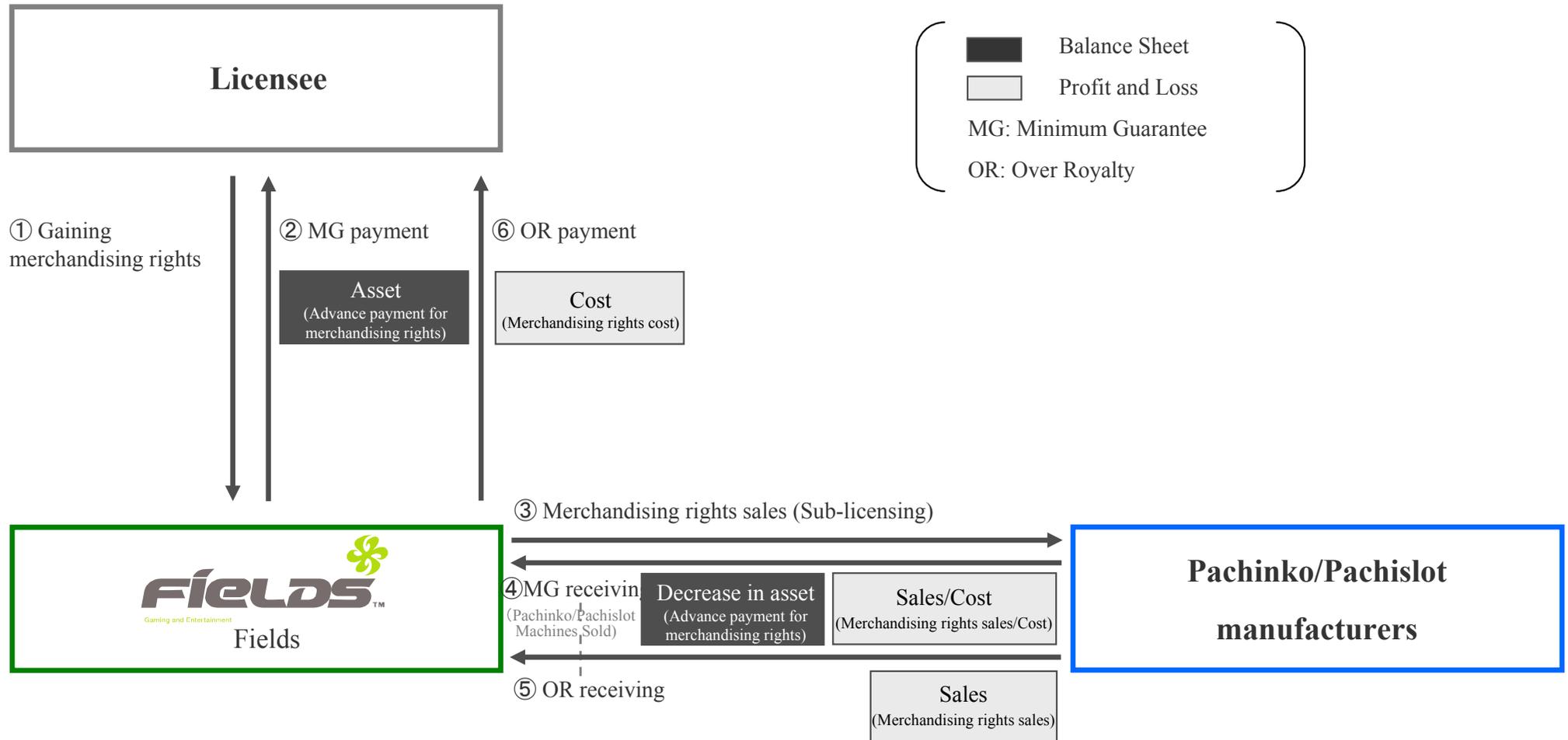
*4 Indirect sales : Indirect sales through secondary agents

*5 Transport of machines : Direct transport of machines from manufacturers to Pachinko halls

□ Sales method Both agency and distribution sales activities are the same

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

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Year Ended March 2005

Year Ended March 2006

Year Ended March 2007

Year Ended March 2008

Year Ended March 2009

Year Ending March 2010

Pachinko machines

CR Neon Genesis Evangelion
<December 2004>



125,000 machines

CR Neon Genesis Evangelion
Second Impact
<February 2006>



161,000 machines

CR Neon Genesis Evangelion
—What’s Value of Miracle
<February 2007>



187,000 machines

CR Neon Genesis Evangelion
—The Angels Are Back Again
<January 2008>



200,000 machines

CRA Neon Genesis Evangelion
Premium Model
<May 2008>
[Type less reliant on gambling nature]



50,000 machines

CR Neon Genesis Evangelion
— The Beginning and the End
<April 2009>



237,000 machines

CR Neon Genesis Evangelion
—The Angels Are Back Again YF
<January 2010>
[Type less reliant on gambling nature]



On sale

Pachislot machines

Neon Genesis Evangelion
<September 2005>



23,000 machines

Neon Genesis Evangelion
—‘Magokoro wo Kimini’—
<July 2007>



99,000 machines

Neon Genesis Evangelion
— That time has come, they’re waiting for us
<September 2008>



90,000 machines

Neon Genesis Evangelion
— Die Spur der SEELE
<March 2010>



On sale

Topics for the 4Q of the Year Ending March 31, 2010

FIELDS CORPORATION

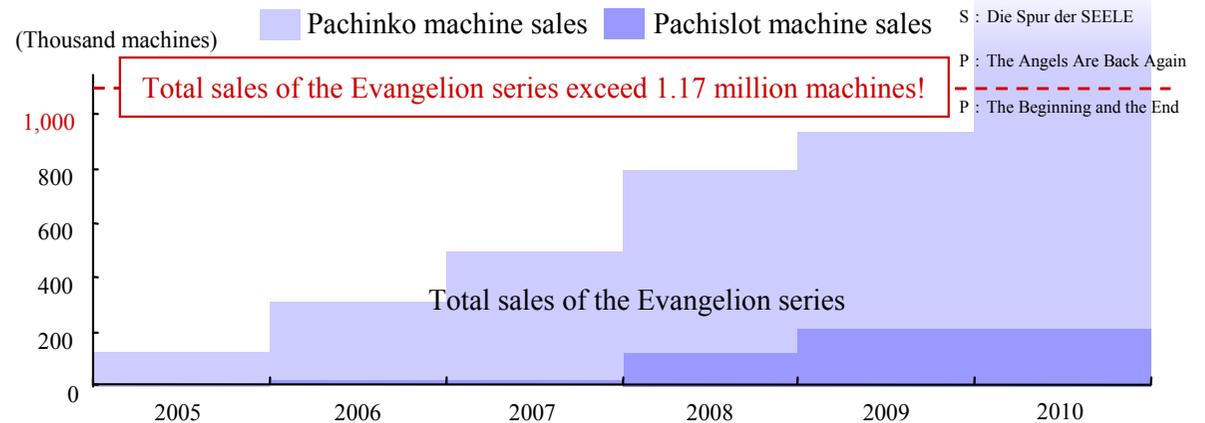
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A big title coming up



- The machine is the fourth installment of the Evangelion pachislot machine series
- The machine has a new special 3D body depicting the world of Evangelion that has overwhelming presence
- Its dramatic production employs the very latest in beautiful images from the Rebuild of Evangelion movies

Neon Genesis Evangelion— Die Spur der SEELE



Widening the fanbase

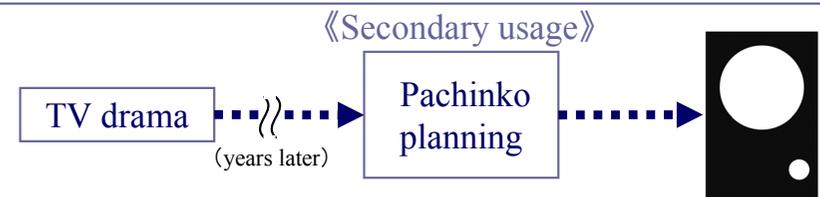


- The new machine ties in with a special two-hour TV drama, the restoration legend of Shimizu no Jirocho (TV Tokyo affiliates)
- The content was not derived from an existing show but promoted simultaneously with the TV drama
- The machine, which combines live action footage with animation, was created by splendid stuff and cast that lead various domains

CR Shimizu no Jirocho—The Bonds of Life

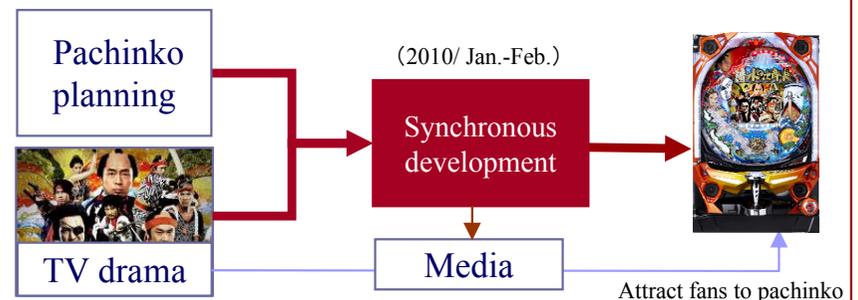
Existing approach

Contents for pachinko machines are derived from TV drama as a secondary usage.



New approach

TV drama and pachinko machine were created simultaneously. «Synchronous model»



Main Titles of Pachinko Machines Sold (2002.3-2009.3)

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(Unit: Machines)

	Sammy	Sold	Bisty	Sold	Olympia	Sold
2009.3	CR Virtua Fighter	11,000	CR Mystic Blue	-		
			CR King Kong	21,000		
			CR Seven Samurai	82,000		
			CRA Morning Musume	-		
			CRA Neon Genesis Evangelion Premium Model	51,000		
2008.3	CR Sakura Taisen	41,000	CR Neon Genesis Evangelion—The Angels Are Back Again	199,000		
			CR Tomb Raider	-		
			CRA Felix the Cat	-		
			CR The Mask of Zorro	-		
			CR LOONEY TUNES BIA	-		
2007.3	CR SEACOP	-	CR Neon Genesis Evangelion—Kiseki no Kachiwa	187,000	CR PROJECT MINERVA	-
	CR Salaryman Kintaro 2	28,000	CR WINK	11,000		
	CR Gamera Extreme Battle	-	CR Aya Matsuura	40,000		
			CR Otoko Ippiki Gaki Daisho	-		
2006.3	CR Sakigake!! Otoko Juku	29,000	CR Shin Sangoku Musou	27,000		
	CR Super Jetter	-	CR Neon Genesis Evangelion: Second Impact	161,000		
	CR Azumi	-	CR Ashita ga arusa Yoshimoto World	38,000		
	CR K-1 PREMIUM Dynamite!!	-	CR Marilyn Monroe	39,000		
			CR Iijima Naoko no Casino Bisty	21,000		
2005.3	CR Ore no Sora	30,000	CR Daimajin	10,000		
	CR Bakumatsu no kaze	13,000	CR Kahara Tomomi to Minashigo Hatchi	41,000		
	CR LINDA	25,000	CR Neon Genesis Evangelion	124,000		
			CR Circuit e ikou!	11,000		
2004.3	CR Rikidozan	40,000	CR FEVER TWINS	-		
	CR Sonic	27,000	CR FEVER KUNG-FU GAL	14,000		
	CR CITY HUNTER	36,000				
	CR Ume Matsu Paradise	24,000				
2003.3	CR GEN JU HAOU	13,000				
2002.3	CR Salaryman Kintaro	24,000				

* 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.

* Round down to the nearest 10,000.

Main Titles of Pachislot Machines Sold (2001.3-2009.3)

FIELDS CORPORATION

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(Unit: Machines)

	Rodeo	Ssold	Bisty	Sold	Olympia	Sold
2009.3	Kaiji Act 2	18,000	KING KONG	-		
	Tenchi wo Kurau	-	Neon Genesis Evangelion—That time has come, now they're waiting for us	90,000		
	Sonic Live	-				
2008.3	Tenka Muteki! Salaryman Kintaro	18,000	Beach Club	-	Shin Sangokumusou	-
	Virtua Fighter	10,000	Neon Genesis Evangelion—'Magokoro wo Kimini'	99,000	Kaiketsu Harimau	-
	The Mask of Zorro	-	Morning Musume	-		
	Cream Stew	-				
	Devil May Cry 3	48,000				
2007.3	Sakigake!! Otoko Juku	17,000	SHERLOCK HOUND	-	Karate-Baka Ichidai	-
	PREMIUM Dynamite	-	GTO	-	KING OF MOUSE	30,000
	Dokaben	-	ROCKY BALBOA	-	LOONEY TUNES: BACK IN ACTION	-
			Tomb Raider	60,000		
2006.3	Ore no Sora	125,000	Neon Genesis Evangelion	23,000	Geronimon S	-
	Dokonjo Gaeru	-				
2005.3	Onimusha 3	120,000	Dai Yamato	12,000	Mezase Dokidoki Zima	-
	Kaiji	29,000	Fever Natsumatsuri	-		
	Umematsu Dynamite Wave!	36,000				
2004.3	Gamera-High Grade Vision	61,000	KAIZOKU	-	Ougonshin	13,000
	WANTOUCHABLE (Sammy)	-				
	JET SET RADIO	22,000				
	Charlie's Angels	-				
	Sloter Kintaro	52,000				
	Yajyu	14,000				
2003.3	KAZENOYOUJINBOU	53,000				
	SNOW KING	-				
	Salaryman Kintaro S	-				
	CLUB RODEO T	43,000				
	Ginginmaru	31,000				
2002.3	Ichigeki Teio 2	17,000				
	Salaryman Kintaro	118,000				
	DOUBLE CHALLENGE	31,000				
	Oo-Gamera	32,000				
2001.3	INDY JAWS 2	23,000				
	Gamera	29,000				

* 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.

* Round down to the nearest 10,000.

CSR Activities

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Basic approach to CSR

Basic policy: Our corporate activities and CSR should be one and the same

■ Activities

▪ Corporate code of conduct established

The guidelines were published in a portable handbook and distributed to employees

▪ Internal control

Developing a management structure geared for further growth

▪ Quality management

In order to provide clients with superior service quality, we view sales activities as synonymous with service quality, we acquired and renewed “ISO 9001:2000”

▪ Information security management

As we continuously strengthen its security measures to earn the trust of society and our customers, we acquired and renewed “ISO27001:2005”

Topics in social contribution activities

Social contribution, employee satisfaction, customer satisfaction, compliance, and information security, risk management.

(I) Charity golf tournament sponsorship

Event	“2009 Isao Aoki, Terumasa Hino and Fields THE LEGEND CHARITY PRO-AM TOURNAMENT”
Date	May 16-17, 2009
Course	Asakura Golf Club (Chiba Prefecture)
Details	Main sponsor Proceeds (23.4 million yen) from entree fee, charity auction, sale of tickets to the venue were donated
Donations	Chiba Children’s Hospital Japan Leukemia Research Found Children’s Cancer Association of Japan



(II) Introduction of Eco-Car

Object	Sales cars : 209
Duration	September 2009~Jun 2012
Effect	Reduction in CO2 by 480t a year (Equivalent to CO2 absorption of 30,000 cedar trees)

(III) Introduction of energy-saving printers

Activities	Replacement (and reduction) of printers with the energy-saving models. Adoption of printers with a secure function as a part of the information security promotion activity.
Effect	Reduction in CO2 by 6.6t a year. (Equivalent to CO2 absorption of 470 cedar trees)

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

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(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	3Q	1Q-3Q												
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	274,144	20,514	294,658
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	266,284	15,697	281,981
	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%	97.1%	76.5%	95.7%
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	7,860	4,817	12,677
	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%	2.9%	23.5%	4.3%
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	255,570	17,738	273,308
	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%	93.2%	86.5%	92.8%
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	18,574	2,776	21,350
	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%	6.8%	13.5%	7.2%
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	221,521	18,680	240,201
	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%	80.8%	91.1%	81.5%
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	52,623	1,834	54,457
	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%	19.2%	8.9%	18.5%

Financial Highlights

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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-3Q)
Net sales	10,017	11,496	34,560	61,888	66,211	81,658	96,814	85,321	101,818	73,035	24,521
Gross profit	3,381	5,368	12,703	15,992	21,578	24,752	29,737	29,248	34,544	24,024	13,997
Operating Income	768	1,700	5,730	6,781	11,866	12,097	12,348	8,944	13,158	1,960	1,368
Ordinary income	726	1,681	5,664	7,022	12,209	12,480	13,127	9,202	11,705	991	1,090
Net income	262	583	3,041	3,524	6,620	6,926	7,085	3,710	5,296	(1,481)	(273)
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	38,000
Total assets	6,199	6,211	18,631	17,090	37,115	72,584	87,556	66,081	69,168	52,064	49,808
Cash flows from operating activities	—	1,105	4,525	3,316	851	2,965	6,164	5,293	11,127	4,147	5,958
Cash flows from investing activities	—	269	(724)	(2,253)	(3,190)	(5,257)	(2,224)	(4,772)	(14,604)	(6,182)	(649)
Cash flows from financing activities	—	(920)	2,004	(2,454)	2,029	10,177	(1,540)	1,488	(1,384)	602	(2,238)
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	14,246

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-3Q)
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	112,862
Annual dividend per share (Non-Consolidated)	—	15,000	Old shares 100,000 New shares 27,398 2nd new shares 548	10,000	Commemorative dividend 24,000 Interim dividend 10,000 Year-end dividend 4,000	Interim dividend 4,000 Year-end dividend 2,000	Interim dividend 4,000 Year-end dividend 2,000	Interim dividend 4,000 Year-end dividend 2,000	Commemorative dividend 4,500 Interim dividend 2,000 Year-end dividend 2,000	Interim dividend 4,500 Year-end dividend 2,500	Interim dividend 2,000
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)	(814)

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-3Q)
Shareholders' equity ratio	4.6	17.2	20.8	51.2	39.1	46.0	45.0	62.2	64.3	75.8	76.1
Return on equity (ROE)	169.1	86.0	122.8	55.9	56.9	28.9	19.5	9.2	12.4	(3.5)	(0.7)
Return on assets (ROA)	12.6	27.1	45.6	39.3	45.1	22.8	16.4	12.0	17.3	1.6	2.1
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-3Q)
Total number of shares ^① issued and outstanding (shares)	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	11,343
Number of employees (people)	210	319	323	460	651	758	901	1,022	1,077	827	914

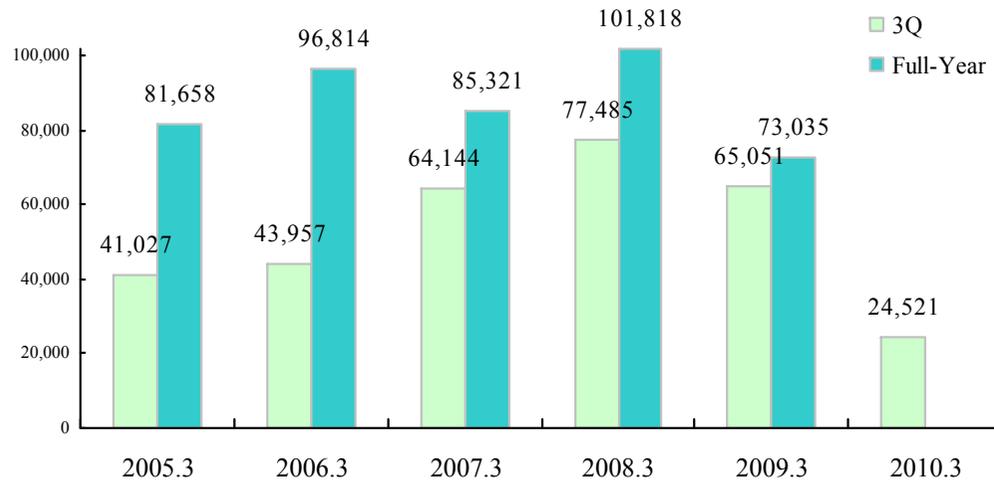
⁽³⁾ • October 2002 1:10 stock split • November 2003 1:5 stock split • September 2004 1:2 stock split

Change in Financial Results (Consolidated)

FIELDS CORPORATION

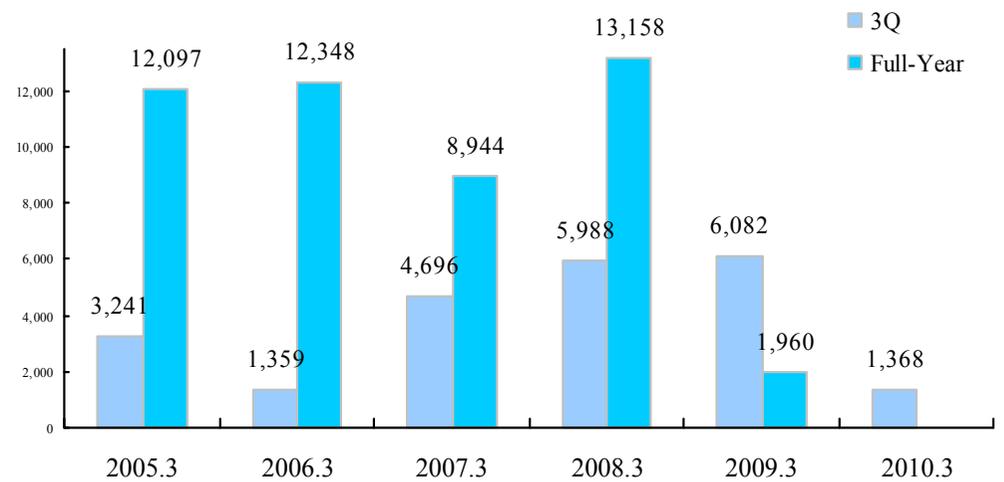
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Net sales

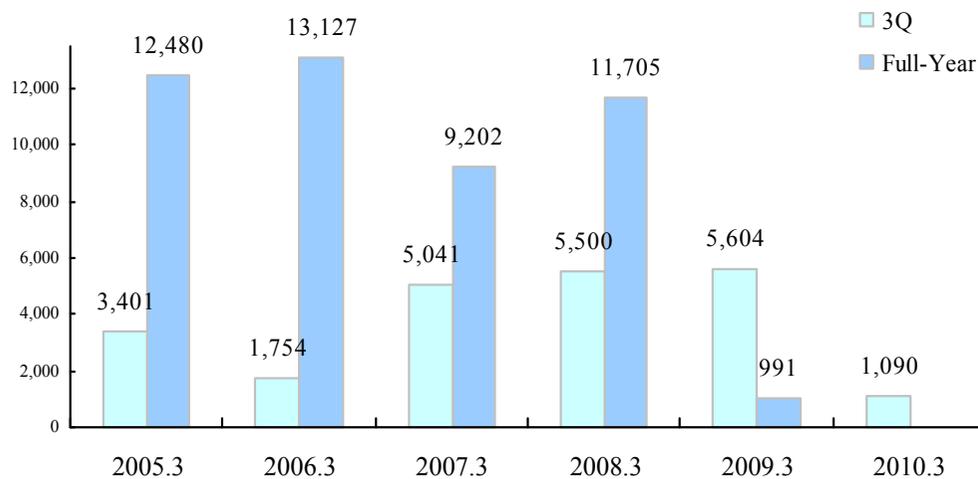


Operating income

(Unit: Million yen)



Ordinary income



Net income



Change in Assets/Liabilities, Net Assets (Consolidated)

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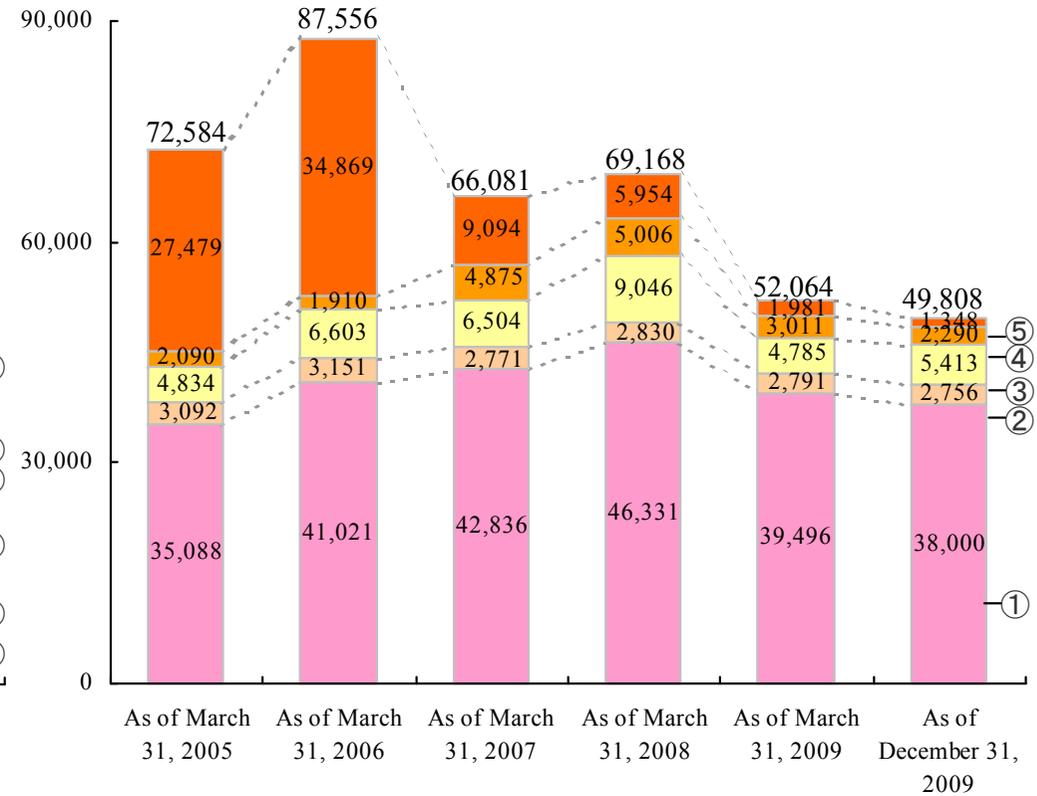
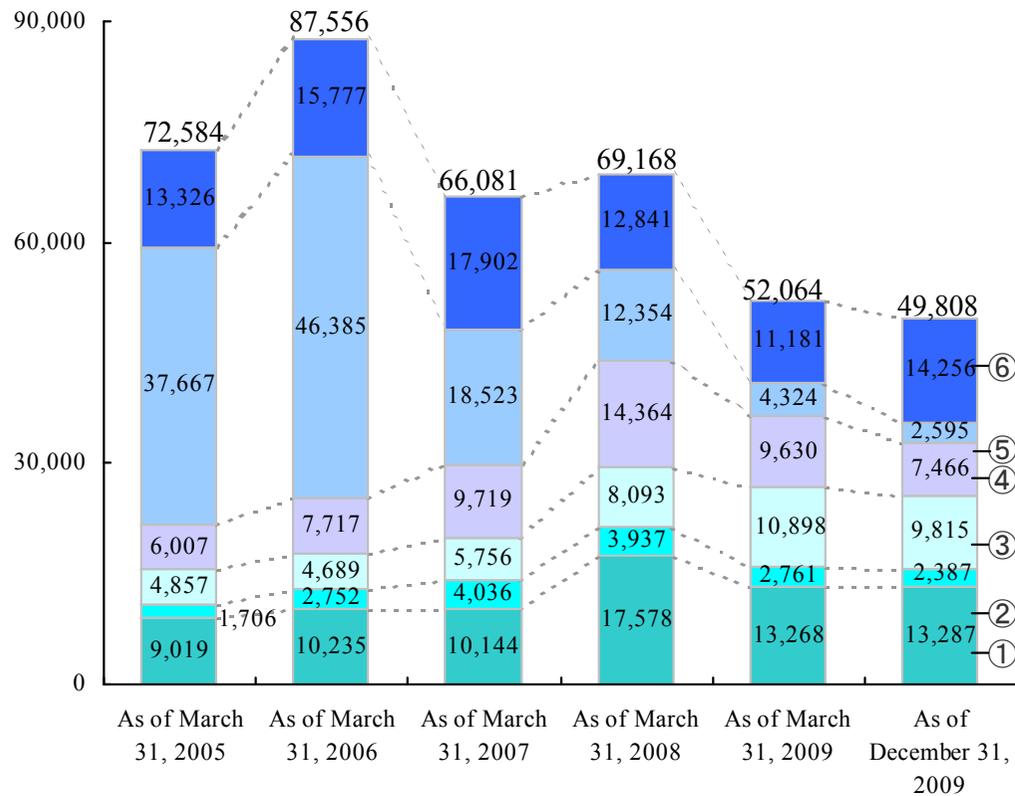
Change in assets

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.

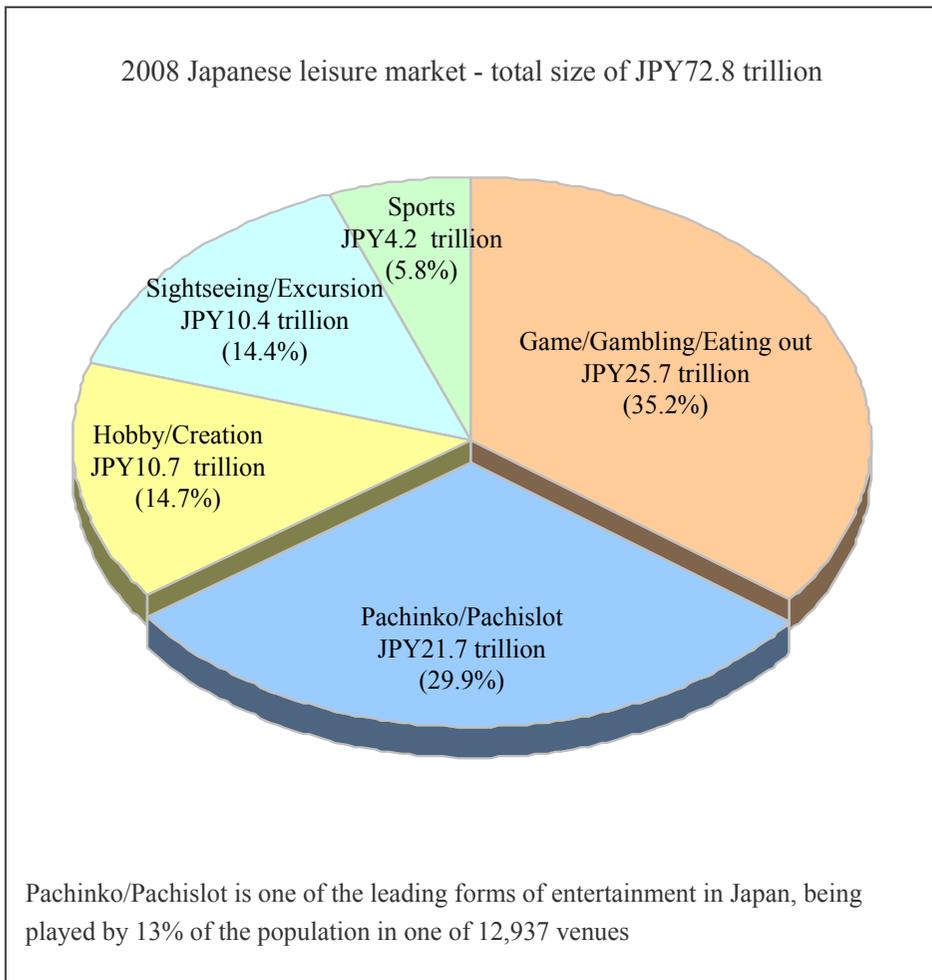
Appendix II (Market date)

Japanese Leisure Market

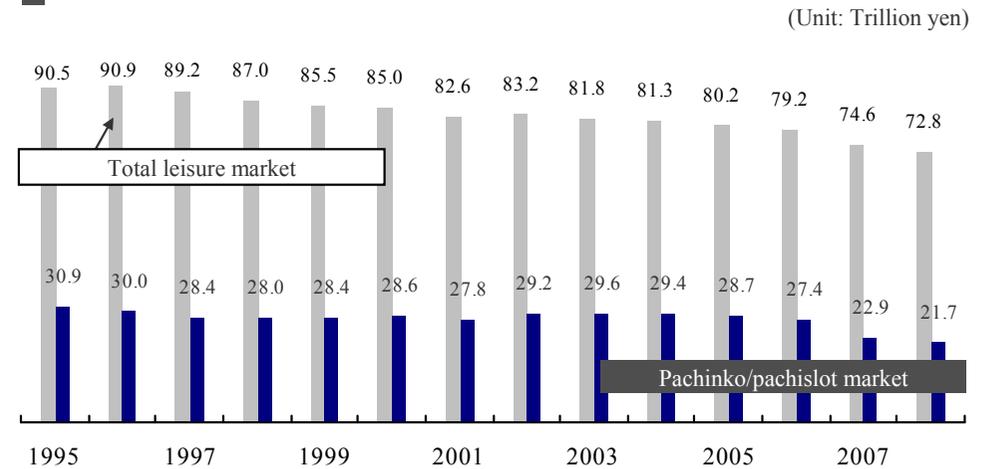
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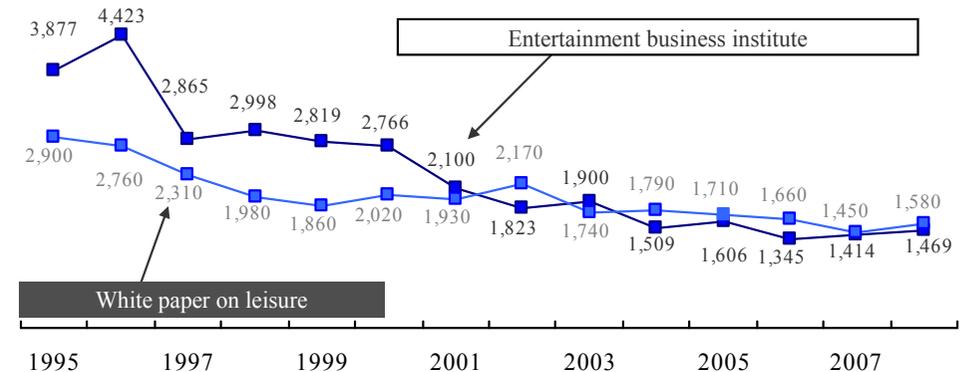
Market scale of pachinko/pachislot industry



Change in pachinko/pachislot market



Change in number of pachinko/pachislot players

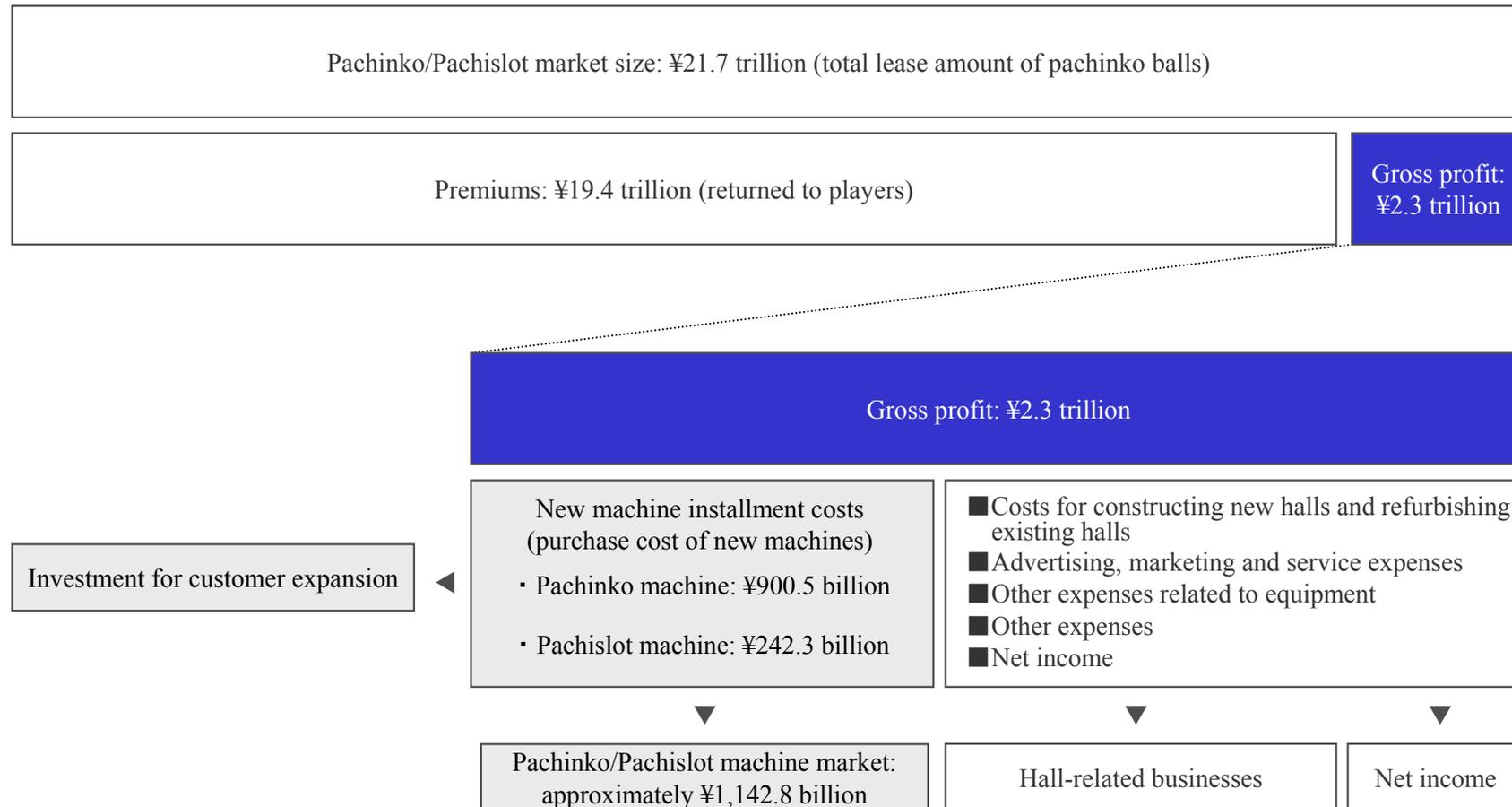


Income Structure of Pachinko/Pachislot Industry (2008)

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Income structure of pachinko halls



Players in the Pachinko/Pachislot Industry

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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

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

Distributors

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

Direct sales
40% for pachinko and 20% for pachislot

Indirect sales
60% for pachinko and 80% for pachislot

Peripheral equipment manufacturers and others

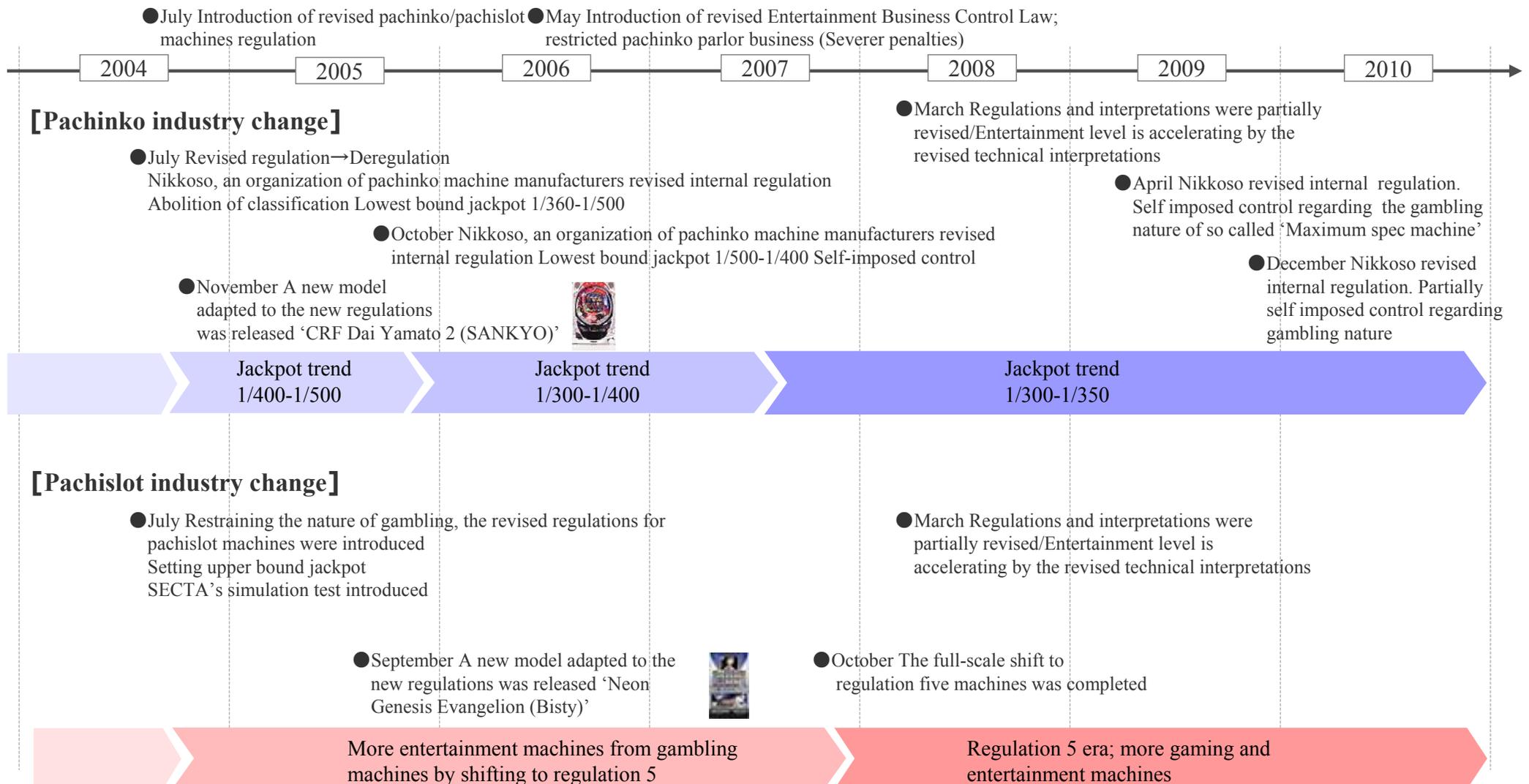
- Unit and pachinko hall computers
- Premiums, equipment and other items

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

Recent Trend of Pachinko/Pachislot Industry

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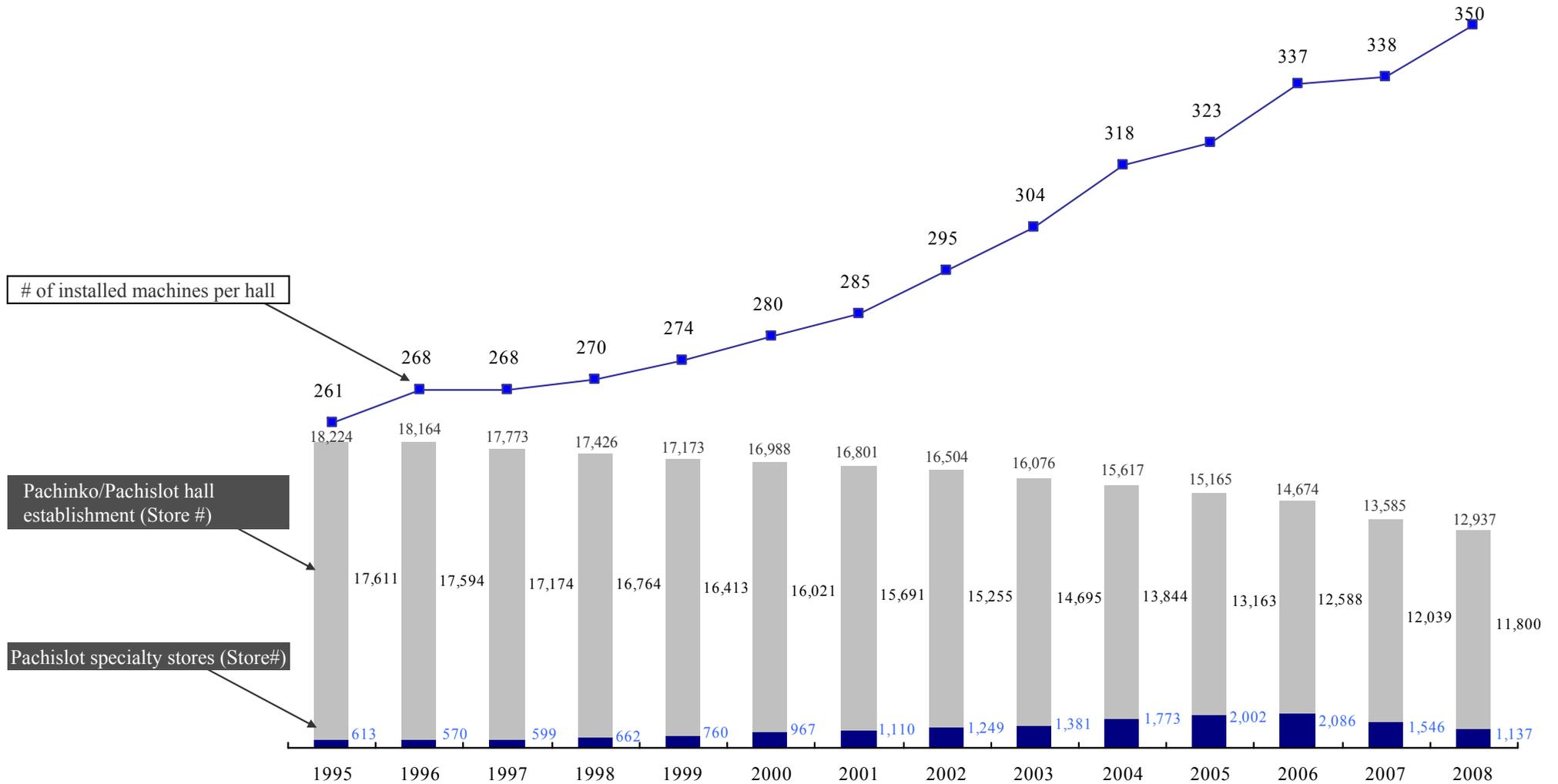
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Number of Pachinko Halls and Installed Machines Per Hall

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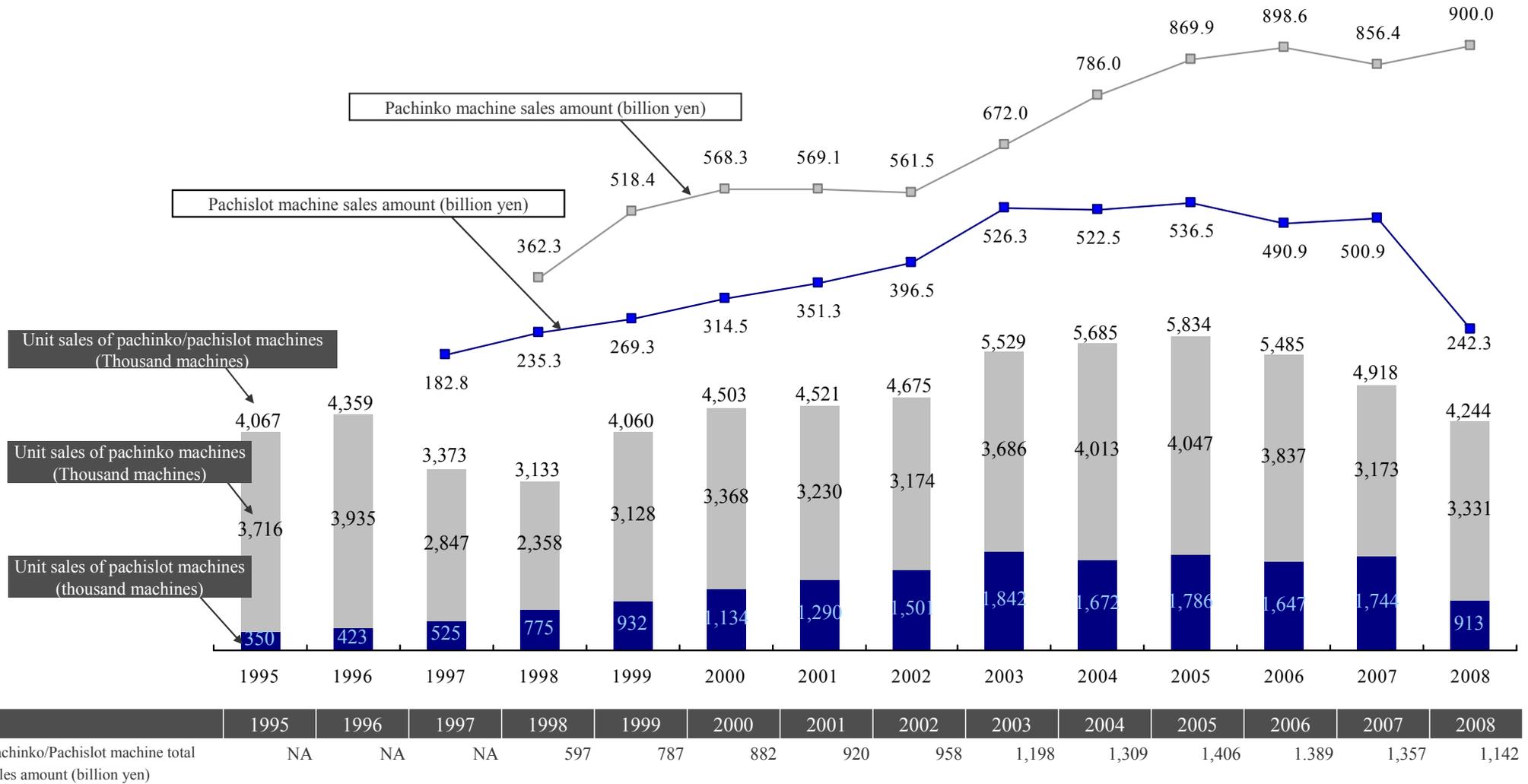
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Unit Sales and Sales Amount of Pachinko/Pachislot Machines

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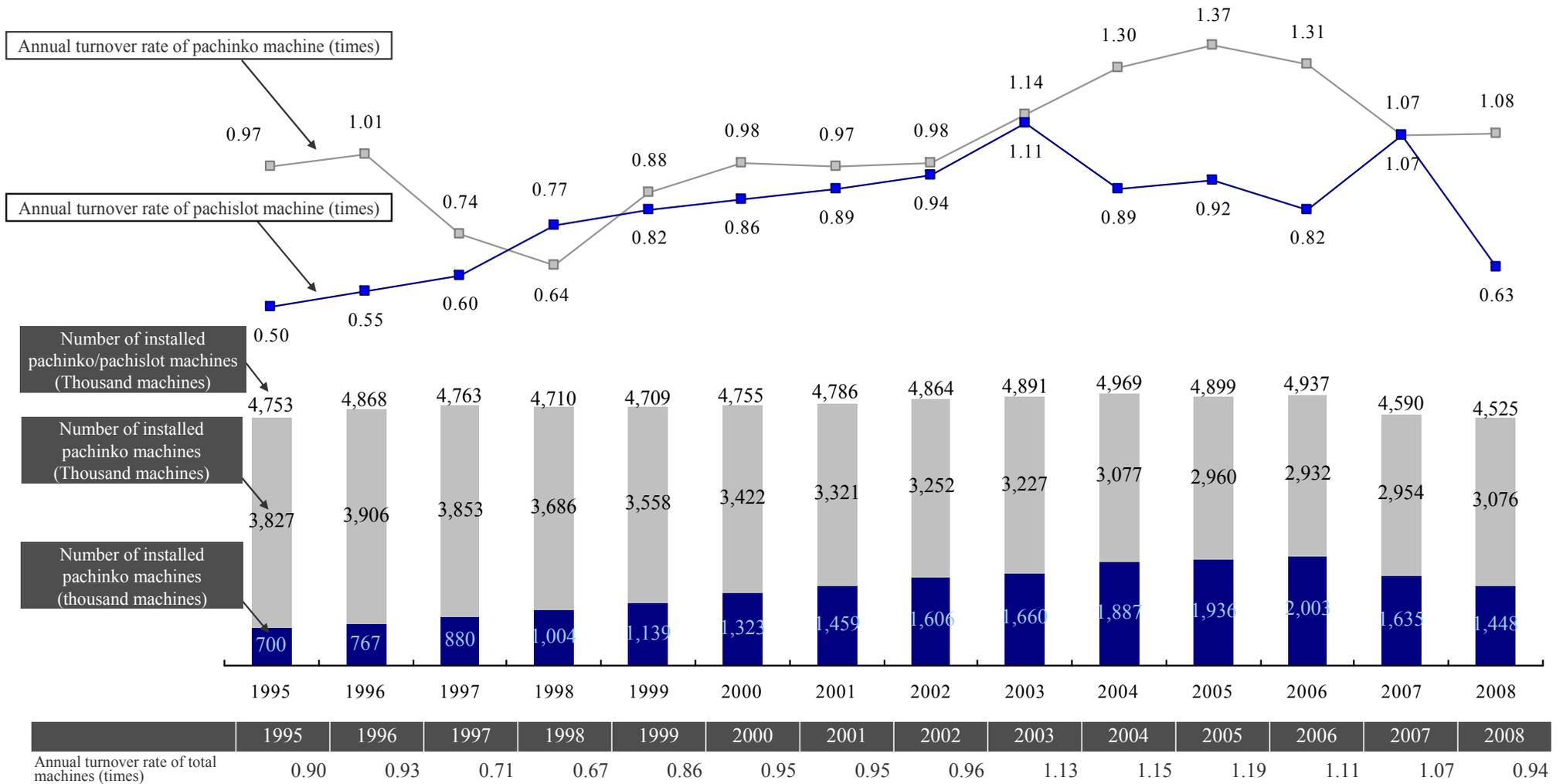
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Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate

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Market Share by Manufacturers

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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

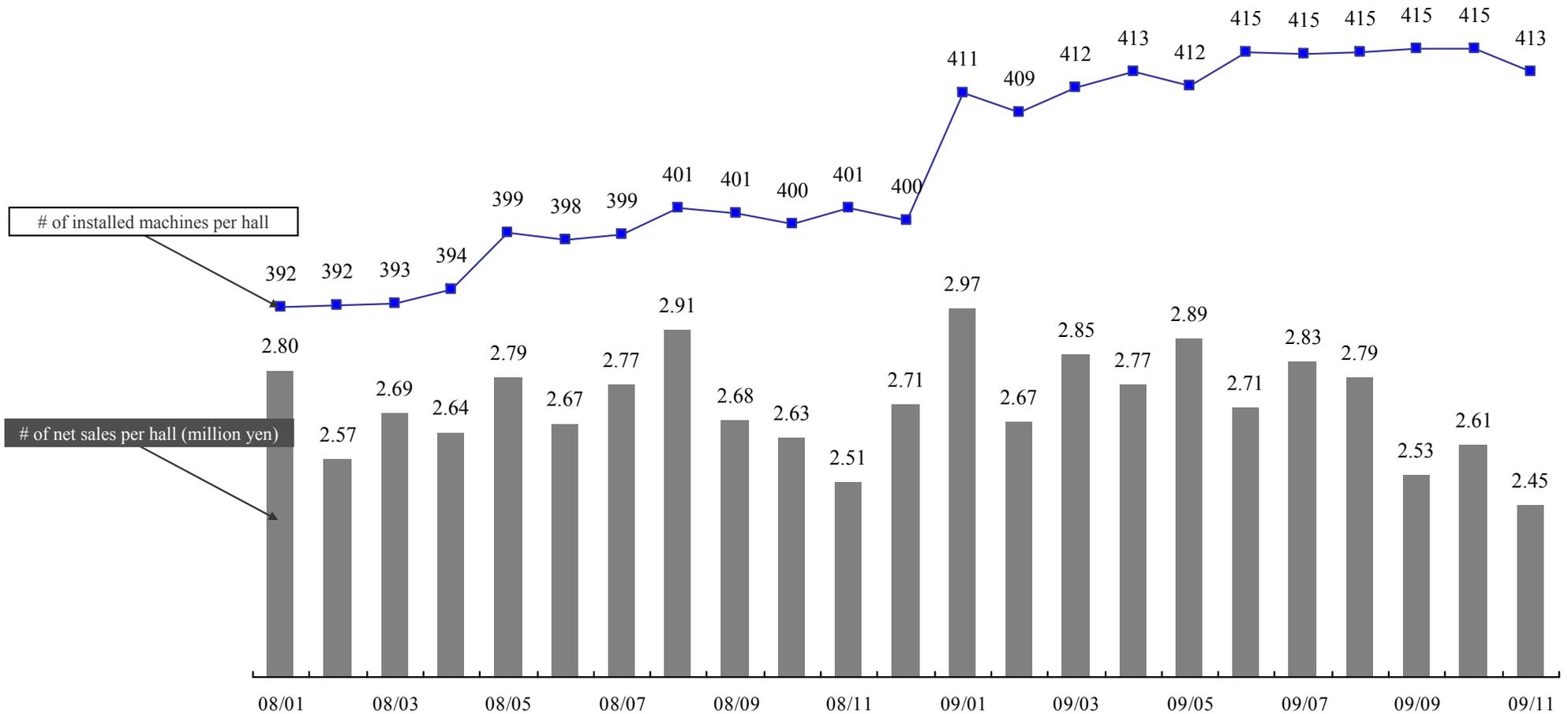
* Aruze's sales share includes Eleco, Mizuho and Macy

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

Reference: Monthly Trend of Pachinko Halls –Excerpt from current survey of selected service industries-

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	2008												2009										
	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11
No. of halls for survey (halls)	255	254	252	250	244	243	243	245	245	245	245	246	294	294	294	295	295	293	293	294	294	293	293

*The Ministry of Economy, Trade and Industry outsource to the Zennitchiyuren to pick up the hall for survey from 47 prefectures.

Reference: Our IR Site

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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

[CSR Activity]

Introduction of our basic CSR Policy and main Activities

[Financial Information / About Fields Corporation / IR Library]

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



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[Daiwa Investor Relations Co., Ltd.]

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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.