

(Translation)

April 6, 2010

To all parties concerned:

Fields Corporation  
President and COO: Takashi Oya  
(JASDAQ code 2767)  
Inquiries: Hideaki Hatanaka  
Executive Officer; General Manager, Corporate  
Communications Office  
Tel.: +81-3-5784-2111

**Notification on Business Alliance in Publishing Business  
Between Shogakukan Creative Inc. and Fields Corporation  
Established a New Joint Investment Company “HERO’S”**

Shogakukan Creative Inc. (Head office: Chiyoda-ku, Tokyo; President: Shinobu Miyake), a group company of Shogakukan Inc. and Fields Corporation (Head office: Shibuya-ku, Tokyo; President and COO: Takashi Oya) announced accompanying the joint news release below.

< Accompanying document : Joint News Release >

Business alliance in publishing business between Shogakukan Creative Inc. and Fields Corporation

April 6, 2010

To all press parties concerned:

Shogakukan Creative Inc.

Fields Corporation

**Business alliance in publishing business between Shogakukan Creative Inc. and Fields Corporation****～Established a new joint investment company “HERO’S”****aiming at publishing a new Monthly comic magazine for youth at the end of the year～**

Shogakukan Creative Inc. (Head office: Chiyoda-ku, Tokyo; President: Shinobu Miyake; “Shogakukan Creative”), a group company of Shogakukan Inc. and Fields Corporation (Head office: Shibuya-ku, Tokyo; President and COO: Takashi Oya; “Fields”) hereby jointly established a publishing company “HERO’S”. Shogakukan Creative, a group company of Shogakukan Inc. which leads publishing industry in Japan and Fields which has provided a broader range of entertainment to leisure market, cooperate and collaborate to create original contents.

The new company is planning to publish a new Monthly comic magazine for youth with a new concept at the end of 2010. Shogakukan Creative and Fields will carry on a deliberation about the business scheme in diverse ways, and enhance the alliance. The details of the magazine, such as the title, main cartoonists and contents will be announced as soon as it is decided.

Profile of the new company

|                              |   |     |
|------------------------------|---|-----|
| (1) Company name             | HERO’S  |     |
| (2) Main business activities | Planning, management and production of comic magazines and character contents |     |
| (3) Establishment            | April 6, 2010   |     |
| (4) Location of head office  | 3-6, Maruyama-cho, Shibuyaku, Tokyo   |     |
| (5) Representative           | Shinobu Miyake, President   |     |
| (6) Paid-in capital          | 10 thousand yen   |     |
| (7) Shareholding ratio       | Shogakukan Creative Inc.  | 51% |
|                              | Fields Corporation  | 49% |

Shogakukan Creative Inc.

Shogakukan Creative is an editing and production company of books, comics and magazines. Since its establishment in 1966, the company has provided high quality services in comic publishing field. Recently, the company has published the reprinted series of masterpieces, such as Osamu Tezuka’s *New Treasure Island*, *Kimba the White Lion*. Furthermore, the company has achieved enchanting contents planning, published famous Japanese cartoons as well as found talented unknown cartoonists from various genres and published their comics.

Fields Corporation

With “The Greatest Leisure for All People” as its corporate philosophy, Fields has achieved growth by expanding business in various entertainment fields, such as pachinko/ pachislot, sports, movies, mobile content, publications and animation. Recently, the company consolidated Digital Frontier, one of Japan’s major computer graphics production companies, and Tsuburaya Production, one of the most respected television and film production companies, due to its globally famous content such as the “Ultraman Series” and will take advantage of intellectual property rights to develop the business.

Relevant Contact Information

Shogakukan Creative Inc.

Tel.: +81-3-3264-5853

e-mail : scinfo@sc.shogakukan.co.jp

Fields Corporation Corporate Communications Office

Tel.: +81-3-5784-2109

e-mail : koho@fields.biz