

August 4, 2010

To all parties concerned:

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Notification of Revisions to Performance Projections

Fields Corporation hereby announces that it has made revised projections as stated in the “Summary of Financial Information and Business Results for the Year Ended March 31, 2010” announced as of May 10, 2010. Such revisions were made taking into account recent trend in our business performance.

1. Revisions to the forecast for the first half of the year ending March 31, 2011 (April 1, 2010 to September 30, 2010)

(1) Consolidated

(Unit: Million yen)

| | Net sales | Operating income | Ordinary income | Net income | Net income per share |
|---|-----------|------------------|-----------------|------------|----------------------|
| Previous forecast (A) | 30,000 | 4,000 | 4,000 | 2,000 | ¥6,022.01 |
| Revised forecast (B) | 45,000 | 9,000 | 9,000 | 4,500 | ¥13,549.52 |
| Amount changed (B - A) | 15,000 | 5,000 | 5,000 | 2,500 | — |
| % change | 50.0% | 125.0% | 125.0% | 125.0% | — |
| (Reference) Results for the first half of the previous year (April 1, 2009 to September 30, 2009) | 21,444 | 5,386 | 5,051 | 2,181 | ¥6,486.89 |

(2) Non-consolidated

(Unit: Million yen)

| | Net sales | Operating income | Ordinary income | Net income | Net income per share |
|---|-----------|------------------|-----------------|------------|----------------------|
| Previous forecast (A) | 23,000 | 4,000 | 4,000 | 2,000 | ¥6,022.01 |
| Revised forecast (B) | 38,000 | 9,000 | 9,000 | 4,500 | ¥13,549.52 |
| Amount changed (B - A) | 15,000 | 5,000 | 5,000 | 2,500 | — |
| % change | 65.2% | 125.0% | 125.0% | 125.0% | — |
| (Reference) Results for the first half of the previous year (April 1, 2009 to September 30, 2009) | 19,233 | 5,712 | 5,861 | 3,070 | ¥9,128.88 |

2. Reasons for the revision

In the Pachinko/Pachislot (PS) Field, the pachinko/pachislot machine sales business remained favorable for the first half of the year ending March 31, 2011. As a result, the Company's consolidated and non-consolidated net sales, operating income, ordinary income, and net income are expected to be higher than our initial projections.

The Company has expanded its business from the pachinko/pachislot field to a wide range of fields of entertainment, including mobile content, sports, movies, publications and animation, to realize its corporate philosophy of "The Greatest Leisure for All People."

In the first half of the year ending March 31, 2011, in the pachinko machine sales business, the pachinko machine *CR Evangelion—Evangelical of the beginnings* launched in June 2010 became a big hit and sold over 200,000 machines, exceeding our projection at the beginning of the year. In the pachislot machine sales business, sales of *Onimusha: Dawn of Dreams* and *Neon Genesis Evangelion—Die Spur der SEELE*, which were launched in the fourth quarter in the previous fiscal year, have remained favorable with an unexpectedly large number of orders in the first and second quarters, gaining a good reputation in the market.

Meanwhile, with regard to the overall status of the Group Business segment (mainly the entertainment field), each company of the Group has achieved progress largely as planned during the first quarter and expects to achieve steady progress in the second quarter as well.

The Company has revised its initial forecasts to reflect the above factors for the first half of the year ending March 31, 2011.

In the second half, the Company is scheduled to launch machines with high gaming and entertainment features successively as scheduled in the Pachinko/Pachislot (PS) Field segment.

At the same time, in the Group Business segment (particularly with regard to the entertainment field), the Company plans to increase the number of paying members through cooperation with each company of the Group by focusing on the mobile content business, which has been doing particularly well out of the businesses.

The forecasts for the full year are being carefully examined, and the Company will promptly disclose the results as the second half progresses.

(Note) The forward-looking statements made in this report, such as performance projections, are based on currently available information. There may be cases in which future, actual business performance results differ from our forecasts due to changes diverse conditions.

◆For inquiries or further information please contact:◆

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