

Financial Flash Report



August 4, 2010
Fields Corporation
Corporate Communications Office

1. Result

(Million yen)	4-6/2010 Q1	4-6/2009 Q1	4/2009-3/2010 Full Year	YoY
Net Sales	21,344	16,038	66,342	133.1%
PS(Pachinko/Pachislot)	19,201	15,029	62,379	127.8%
Mobile	495	519	1,821	95.4%
Sports Entertainment	548	565	2,416	97.0%
Other	1,173	252	619	465.5%
(Adjustments)	(74)	(329)	(895)	-
SG&A Expenses	5,314	3,877	18,764	137.1%
Operating Income	2,348	8,524	8,124	27.5%
PS(Pachinko/Pachislot)	2,343	8,543	8,133	27.4%
Mobile	99	124	393	79.8%
Sports Entertainment	(64)	(96)	(324)	-
Other	(55)	58	(70)	-
(Adjustments)	26	(104)	(7)	-
Ordinary Income	2,518	8,519	7,761	29.6%
Net Income	1,477	4,711	3,289	31.4%
Total Asset	68,458	55,933	81,329	-
Net Asset	41,564	44,008	41,187	-
Net Income per share (Yen)	4,448.58	14,007.19	9,796.56	-
Cash flow from operating activities	(1,698)	4,748	8,429	-
Cash flow from investing activities	(2,478)	(131)	(1,011)	-
Cash flow from financing activities	(2,318)	(1,028)	(2,687)	-
Cash and cash equivalents at 1st quarter-end	9,407	14,767	15,906	-

Pachinko/Pachislot machine sales continued to make good progress.

(Net Sales)

Net sales increased due to the good progress of pachislot titles sales, released in the previous fiscal year. The sales of newly consolidated subsidiaries also contributed to the results.

(Operating income / Ordinary income)

Operating income and Ordinary income decreased since most of pachinko machine sales of the latest Evangelion series is going to be posted in the coming Q2.

(Net income)

The Company posted an extraordinary loss of ¥159 million resulting from the change in accounting principles of asset retirement obligations and other factors. As a result, net income amounted to ¥1,477 million.

(Costs and Expense)

SG&A expenses increased due to the newly consolidated subsidiaries.

(Consolidated balance sheet)

Total assets amounted to ¥68,458 million, down ¥12,870 million since the end of the previous fiscal year. This was mainly attributable to decrease in notes and accounts receivable-trade.

2. Forecast

(Million yen)	Net Sales		Operating Income		Ordinary Income		Net Income		Net Income per share (Yen)
1st Half (As of May 10, 2010)	30,000	39.9%	4,000	(25.7%)	4,000	(20.8%)	2,000	(8.3%)	6,022.01
1st Half (Revised-forecast)	45,000	109.8%	9,000	67.1%	9,000	78.2%	4,500	106.3%	13,549.52
Full Year	80,000	20.6%	11,000	35.4%	11,000	41.7%	5,500	67.2%	16,560.53

(Percentages denote year-over-year changes versus the corresponding year-earlier period.)

The Company revised the consolidated forecast earnings for the 1st half as of August 4, 2010 since Pachinko/Pachislot machine sales made a higher achievement than the initial expectation. Full year forecast is still undetermined, and will be updated as soon as it is identified.

Entertainment Business (Group Business)

Regarding Entertainment Business (Group Business), the Company focused on strengthening the entertainment field by consolidating Tsuburaya Productions Co., Ltd. holding IPs such as "Ultraman Series" and Digital Frontier Inc. as the Company's subsidiaries and establishing a new joint investment publishing company HERO'S with Shogakukan Creative Inc. this April.

The group companies are proceeding with the business as planned in Q1 and will be steady for Q2.

Pachinko/Pachislot Business

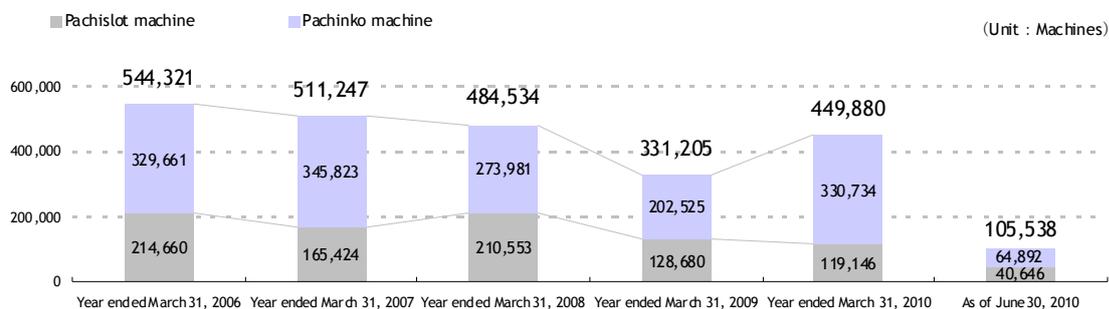
1) Pachinko/Pachislot market trend

At pachinko halls nationwide, there has been increasing demand for pachinko machines which are rich in entertainment value and promote steady operations in order. In the meantime, as pachislot manufacturers have made efforts to develop and gradually introduce pachislot machines with improved gaming and entertainment features, the pachislot market now seems to be on a gradual recovery trend.

2) Pachinko/Pachislot Unit Sales

During the Q1, unit sales of pachinko machines amounted to 64,892 and unit sales of pachislot machines amounted to 40,646.

Change in the Number of Pachinko/Pachislot Machines Sold



(Pachinko Machine Sales)

The pachinko machine sales business introduced one new model, *CR Evangelion—Evangelical of the beginnings*, which was highly acclaimed in the marketplace and recorded big hit sales totaling more than 200,000 machines. Sales of 56,084 machines of the title were posted in this Q1 and the rest will be posted in the coming Q2.

(Pachislot Machine Sales)

The pachislot machine sales business released one new model, *Gamera* the second new pachislot machine launched to commemorate Rodeo's 10th anniversary. *Neon Genesis Evangelion—Die Spur der SEELE* and *Onimusha: Dawn of Dreams*, released in the previous Q4, still have been in strong demand from the marketplace and made strong sales.

Pachinko/Pachislot machine titles released during Q1

Titles	Month Released	Sold in Q1	Cumulative total
Pachinko titles			
CR Evangelion—Evangelical of the beginnings	6/2010	56,084	(As of July 31, 2010) 200,000-(on sale)
Others	—	8,808	
Total number of pachinko machines sold		64,892	
Pachislot titles			
* (Neon Genesis Evangelion—Die Spur der SEELE)	3/2010	4,846	(As of July 31, 2010) 80,000-(on sale)
Onimusha: Dawn of Dreams	3/2010	21,570	49,000-(on sale)
Gamera	6/2010	13,553	13,600
Others	—	677	
Total number of pachislot machines sold		40,646	
Total number of pachinko/pachislot machines sold		105,538	

*Bracketed titles were released in the previous Q4 and are still on sale.

For inquiries or further information please contact:
Corporate Communications Office, Fields Corporation
E Space Tower, 3-6 Maruyama-cho, Shibuya-ku, Tokyo, Japan 150-0044
Tel.: +81-3-5784-2109 Fax: +81-3-5784-2119 Mail: ir@fields.biz

[Disclaimer]

The plans, strategies and estimates of the Company indicated in these documents, other than actual results and facts, include potential risks and uncertainties and cannot be guaranteed. 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.