Summary

(Translation)

Fields Corporation
Summary of Financial Information and Business Results (Consolidated)
for the First Half of the Year Ending March 31, 2011 (Japan GAAP)

November 4, 2010
Listed on: OSE[JASDAQ]

Company Name: Fields Corporation
(URL: http://www.fields.biz/)
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Planned Date for Submittal of the Quarterly Report: November 12, 2010
Planned Date for Start of Dividend Payment: December 3, 2010
Quarterly earnings supplementary explanatory materials: Yes
Quarterly earnings presentation: Yes (For institutional investors and security analysts)

(Rounded down to the nearest million)

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

(1) Operating results (cumulative total) (Percentage figures denote year-over-year changes.)

	Net sales		Operating income		Ordinary income		Net income	
	Million yen	%	Million yen	%	Million yen	%	Million yen	%
First half, year ending March 31, 2011	43,012	100.6	9,182	70.5	9,503	88.1	5,428	148.8
First half, year ended March 31, 2010	21,444	(48.4)	5,386	65.6	5,051	67.1	2,181	158.1

	Net income per share	Diluted net income per share
	Yen	Yen
First half, year ending March 31, 2011	16,344.76	—
First half, year ended March 31, 2010	6,486.89	—

(2) Financial position

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	Million yen	Million yen	%	Yen
First half, year ending March 31, 2011	67,265	45,709	67.7	137,020.83
Year ended March 31, 2010	81,329	41,187	50.5	123,645.89

(Reference) Shareholders' equity
First half, year ending March 31, 2011: ¥45,506 million
Year ended March 31, 2010: ¥41,064 million

2. Dividends

	Annual dividends				
(Record date)	First quarter-end	Second quarter-end	Third quarter-end	Year-end	Annual
	Yen	Yen	Yen	Yen	Yen
Year ended March 31, 2010	—	2,000.00	—	2,500.00	4,500.00
Year ending March 31, 2011	—	2,500.00			
Year ending March 31, 2011 (Forecast)			—	2,500.00	5,000.00

(Note) Revisions made to projections on dividends for the quarter: Yes
Regarding the notification of revision to dividends forecast for the year ending March 31, 2011, please refer to "Notification of Revisions to Dividends Forecast for the year Ending March 31, 2011" announced as of November 4, 2010.

3. Forecast earnings for the year ending March 31, 2011 (April 1, 2010 to March 31, 2011)

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

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
Full year	100,000	50.7	13,000	60.0	13,000	67.5	7,000	112.8	21,077.04

(Note) Revisions made to the forecast earnings for the quarter: Yes

Regarding the notification of revision to the consolidated performance forecast, please refer to "Notification of Revisions to Performance Forecast" announced as of November 4, 2010.

4. Other information (See "2. Other Information" on page 5 of the [Attached Document] for details.)

(1) Transfer of important subsidiaries during the period under review: No

New consolidation - firms

Deconsolidation - firms

Transfer status of important subsidiaries accompanying change in scope of consolidation during the period under review

(2) Adoption of simplified accounting methods and special accounting methods: Yes

(Note) This item indicates whether there was adoption of simplified accounting methods and special accounting methods for the preparation of quarterly consolidated financial statements.

(3) Changes in accounting principles, accounting procedures, presentation method and other factors

1) Changes due to the revision to the accounting standards, etc.: Yes

2) Changes due to any reason other than those in 1) above: No

(Note) This item indicates whether there were changes in accounting principles, procedures, presentation methods, and other factors with respect to the preparation of quarterly consolidated financial statements, described in "Changes of Material Matters that are the Basis of Presenting Quarterly Consolidated Financial Statements."

(4) Number of shares issued (Common stock)

1) Number of shares issued (Including treasury stock)

First half, year ending March 31, 2011	347,000 shares
Year ended March 31, 2010	347,000 shares

2) Number of treasury stock at end of year

First half, year ending March 31, 2011	14,885 shares
Year ended March 31, 2010	14,885 shares

3) Average number of shares outstanding (Quarterly consolidated cumulative period)

First half, year ending March 31, 2011	332,115 shares
First half, year ended March 31, 2010	336,357 shares

Presentation about the implementation of quarterly review procedures

This quarterly earnings report is not subject to quarterly review procedures based upon the Financial Instruments and Exchange Act. Thus, at the time of disclosure of the financial results, the quarterly financial statement review procedures based upon the Financial Instruments and Exchange Act, have not been completed.

Explanation about the appropriate usage of business forecast and other special notes

The above forecast relies on judgments and assumptions based on information available as of the date of announcement of this material, and is subject to changes in risks, uncertainties, and economy, and other factors that could cause actual results to be materially different from expectations.

○ Table of Contents of Attached Document

* The Company plans to hold a presentation for investors as follows. The materials and documents distributed during this presentation will be posted on the Company's website shortly afterwards.
  - November 5, 2010 (Friday): Presentation on the financial results for the first half for institutional investors and analysts

1. Qualitative information on the consolidated business results for the first half of the year ending March 31, 2011

(1) Qualitative information on consolidated operating results

1) Overview of operations for the first half of the year ending March 31, 2011 (April–September 2010, hereinafter “the first half under review”)

The Company’s consolidated business results for the first half under review are as follows.
The Company posted net sales of ¥43,012 million (100.6% up year-over-year). When compared to the first half of the previous year, this increase is mainly due to the strong sales of pachislot machines and the consolidation of Tsuburaya Productions Co., Ltd. and Digital Frontier Inc. as the Company’s subsidiaries in April of this year.
The Company posted operating income of ¥9,182 million (70.5% up year-over-year) and ordinary income of ¥9,503 million (88.1% up year-over-year). When compared to the first half of the previous year, these increases are mainly due to the strong pachislot sales, and to the latest title of the “CR Evangelion” series, major titles in the pachinko machine sales business, selling a total of over 200,000 machines and being a big hit.
Furthermore, an extraordinary income of ¥406 million and an extraordinary loss of ¥182 million, including a loss on adjustment for changes of accounting standards for asset retirement obligations (¥142 million), etc. were recorded. As a result, net income for the period totaled ¥5,428 million (148.8% up year-over-year).

2) Analysis of operations for the first half under review by business segment

[Pachinko/Pachislot (PS) Field segment]

In the pachinko/pachislot market environment, there has been increasing demand for pachinko machines which are rich in entertainment value to extend the fan base and promote steady operations. In the meantime, as the successive development of pachislot machines with improved gaming and entertainment features has motivated to introduce more new machines, the operation of pachislot machines began to rise and the pachislot market environment is now on a full-fledged recovery track.
During the first quarter (April–June 2010), the Company released *CR Evangelion—Evangelical of the beginnings*, the latest title of the Evangelion series, which was a big hit, selling a total of over 200,000 machines, and was a sequel to the previous title. In the meantime, the Company launched *Gamera*, the second new pachislot machine to commemorate Rodeo’s 10th anniversary.
During the second quarter under review (July–September 2010), the Company released a pachinko machine, *CR Shimizu no Jirocho, Light ver.*, and a pachislot machine, *Magical Shopping Arcade Abenobashi*.
The two machines, *Onimusha: Dawn of Dreams* and *Neon Genesis Evangelion—Die Spur der SEELE*, which were launched in the fourth quarter of the previous fiscal year, were highly acclaimed in the market place for their gaming and entertainment features, which led to the Company to receive repeat orders in this quarter as well.
As a result of the above, during the first half under review, with unit sales of pachinko machines amounting to 226,620 and unit sales of pachislot machines coming to 66,508, the Pachinko/Pachislot (PS) Field posted net sales of ¥38,499 million and operating income of ¥9,109 million.

<Pachinko/Pachislot machine titles sold during the first half under review>

Pachinko machine sales titles	Month released	
*CR Evangelion—Evangelical of the beginnings** * Most of the sales is recorded in the second quarter.	June 2010	(Bisty Co., Ltd.)
CR Shimizu no Jirocho, Light ver.	August 2010	(Bisty Co., Ltd.)
Total number of pachinko machines sold (machines)	226,620	

Pachislot machine sales titles	Month released	
[On going sale title from the previous fiscal year] *Neon Genesis Evangelion—Die Spur der SEELE*	March 2010	(Bisty Co., Ltd.)
[On going sale title from the previous fiscal year] *Onimusha: Dawn of Dreams*	March 2010	(Rodeo Co., Ltd.)
Gamera	June 2010	(Rodeo Co., Ltd.)
Magical Shopping Arcade Abenobashi	August 2010	(Bisty Co., Ltd.)
Total number of pachislot machines sold (machines)	66,508	

(Note) The total number of pachinko/pachislot machines sold includes the number of machines other than the above titles sold via agency sales.

[Mobile Field segment]

FutureScope Corporation is implementing measures aiming to increase its paying membership as one of its core businesses for the year ending March 31, 2011.

In the first quarter, the number of paying members for the Fields Mobile, a mobile content platform operated by FutureScope Corporation, increased and the company recorded steady sales.

In the second quarter under review, the company commenced the operation of a mobile content service, Sha-Me-Ji, aiming at the creation of new mobile communication culture, and the number of paying members of this service grew at a rate above initial expectations.

As a result of the above, the Mobile Field posted net sales of ¥1,059 million and operating income of ¥199 million.

[Sports Entertainment Field segment]

In the first quarter, Japan Sports Marketing Inc. enhanced web marketing operations, increased the number of athletes who signed up for new contracts in the athlete management business, and promoted the creation of profitable opportunities.

In the second quarter under review, the athlete management business increased the number of athletes who signed up for new contracts. Japan Sports Marketing Inc. developed a support system tied to the business for Total Workout while increasing the number of paying members thanks to advertising and other effects.

As a result of the above, the Sports Entertainment Field posted net sales of ¥1,082 million and operating loss of ¥140 million.

[Other Field segment]

In the first quarter, the Company focused on strengthening the foundation of the entertainment fields by acquiring Tsuburaya Productions Co., Ltd., a holder of highly-valued IP including the Ultraman Series and Digital Frontier Inc., one of Japan’s major Computer Graphics (CG) production companies as the Company’s subsidiaries and establishing a new publishing company, HERO’S jointly with Shogakukan Creative Inc.

In the second quarter under review, Tsuburaya Productions Co., Ltd. and Digital Frontier Inc. were active, rolling out new projects and conducting other activities aiming at creating synergy among the Fields group.

As a result of the above, the Other Field posted net sales of ¥2,615 million and operating income of ¥58 million.

(Note) Net sales reported by the individual segments are gross of inter-group net sales or transfers.

(2) Qualitative information on the consolidated financial position

(Assets)

Current assets amounted to ¥39,514 million, down ¥17,180 million since the end of the previous fiscal year. The principal factor behind this was a decrease in notes and accounts receivable—trade.

Tangible fixed assets amounted to ¥9,921 million, up ¥199 million since the end of the previous fiscal year. This was primarily attributable to increases in assets reflecting purchases of subsidiaries newly included in the scope of consolidation.

Intangible fixed assets amounted to ¥4,844 million, up ¥2,510 million since the end of the previous fiscal year. This was mainly attributable to increases in goodwill.

Investments and other assets amounted to ¥12,984 million, up ¥406 million since the end of the previous fiscal year. This primarily reflected purchases of investment securities.

As a result of the above, total assets amounted to ¥67,265 million, down ¥14,063 million since the end of the previous fiscal year.

(Liabilities)

Current liabilities amounted to ¥17,028 million, down ¥18,816 million since the end of the previous fiscal year. The principal factors behind this were a decrease in notes and accounts payable—trade.

Fixed liabilities amounted to ¥4,526 million, up ¥230 million since the end of the previous fiscal year. This was mainly attributable to an increase in asset retirement obligations with the application of the accounting standards and a decrease in redemption of corporate bonds.

As a result of the above, total liabilities amounted to ¥21,555 million, down ¥18,586 million since the end of the previous fiscal year.

(Net assets)

Net assets amounted to ¥45,709 million, up ¥4,522 million since the end of the previous fiscal year. This was primarily reflected an increase in retained earnings.

(Analysis of cash flows)

Cash and cash equivalents (hereinafter referred to as "cash") increased by ¥5,875 million since the end of the previous fiscal year and amounted to ¥21,782 million at the end of the first half of the year ending March 31, 2011.

(Cash flows from operating activities)

Net cash provided by operating activities amounted to ¥11,199 million (¥10,160 million of income in the previous year). This was mainly attributable to income before income taxes and minority interest of ¥9,727 million, a decrease of ¥25,601 million in notes and accounts receivable-trade, a decrease of ¥20,565 million in notes and accounts payable-trade, and income taxes paid of ¥3,471 million, etc.

(Cash flows from investing activities)

Net cash used in investing activities amounted to ¥2,738 million (¥350 million of expenditure in the previous year). This was mainly attributable to expenditure for acquiring shares in subsidiaries which involved change in the scope of consolidation totaling ¥1,649 million, expenditure for purchases of intangible fixed assets totaling ¥383 million, and expenditure for purchases of investment securities totaling ¥366 million, etc.

(Cash flows from financing activities)

Net cash used in financing activities amounted to ¥2,580 million (¥1,199 million of expenditure in the previous year). This was mainly attributable to repayment of short-term borrowings totaling ¥1,209 million, dividends paid totaling ¥827 million, and redemption of corporate bonds totaling ¥457 million, etc.

(3) Qualitative information on projections for the consolidated business results (Unit: Million yen)

	Revised forecast for the full year ending March 31, 2011	Initial forecast for the full year ending March 31, 2011	Full-year results for the year ended March 31, 2010	Year-over-year increase
Net sales	100,000	80,000	66,342	50.7%
Operating income	13,000	11,000	8,124	60.0%
Ordinary income	13,000	11,000	7,761	67.5%
Net income	7,000	5,500	3,289	112.8%

We have revised our forecast for the consolidated business results as above. For details, please refer to the "Notification of Revisions to Performance Projections" announced on November 4, 2010.

We have also revised our dividends forecast. For details, please refer to the "Notification of Revisions to Dividends Forecast for the Year Ending March 31, 2011" announced on November 4, 2010.

2. Other information

(1) Overview of transfer of important subsidiaries

None

(2) Overview of simplified accounting methods and special accounting methods

1) Method for estimation of general loan losses
Because it was observed at the end of the first half of the year ending March 31, 2011 that no significant change has occurred in the Company's historical loan loss ratio, etc. since the end of the previous year, the Company determines an estimate of loan losses by employing the historical loan loss and other ratios computed at the end of the previous year.

2) Method for valuation of inventories
For the purpose of valuing inventories at the end of the first half of the year ending March 31, 2011, the Company dispenses with physical inventorying and applies a reasonable valuation method on the basis of the value of inventories physically verified at the end of the previous year.

3) Method for determination of deferred tax assets and deferred tax liabilities
For evaluating deferred tax assets for recoverability, when it has been observed that no significant change has occurred in the Company's business environment and other conditions or the occurrence of temporary and other differences since the end of the previous year, the Company applies the method that employs the same future business performance projections and tax planning that were used at the end of the previous year.

4) Offsetting and elimination of intercompany receivables and payables and transactions among consolidated companies
During the offsetting and elimination of intercompany receivables and payables among consolidated companies, if the Company finds a discrepancy between the amounts receivable and payable, we offset and eliminate them against each other, to the extent that elimination is reasonable, without reconciling such discrepancy.
In addition, during the offsetting and elimination of intercompany transactions among consolidated companies, if the Company finds a discrepancy in transaction amounts, we apply the method that causes the different amounts to align with the amount recorded by the parent company for the offsetting and elimination of transactions, provided that such discrepancy is insignificant.

5) Assessment of tax expenses
The Company applies the method that reasonably estimates an effective tax rate to be assessed on income before income taxes for the year ending March 31, 2011 after accounting for the tax effects of temporary differences and multiplies income before income taxes during the first half of the year ending March 31, 2011 by such estimated effective tax rate.

(3) Overview of changes in accounting principles, accounting procedures, presentation methods and other factors

1) Application of Accounting Standard for Equity Method of Accounting for Investments and Practical Solution on Unification of Accounting Policies Applied to Accounted for Using the Equity Method
From the first quarter of the year ending March 31, 2011, the Company applies the Accounting Standard for Equity Method of Accounting for Investments (ASBJ Statement No. 16 issued on March 10, 2008) and Practical Solution on Unification of Accounting Policies Applied to Accounted for Using the Equity Method (PITF No. 24 issued on March 10, 2008). This change has no impact on profit or loss.

2) Application of Accounting Standard for Asset Retirement Obligations and others
From the first quarter of the year ending March 31, 2011, the Company applies the Accounting Standard for Asset Retirement Obligations (ASBJ Statement No. 18 issued on March 31, 2008) and Guidance on Accounting Standard for Asset Retirement Obligations (ASBJ Guidance No. 21 issued on March 31, 2008). As a result of this application, operating income and ordinary income decreased by ¥15 million, respectively, and income before income taxes and minority interest decreased by ¥158 million. The amount of changes in asset retirement obligations as a result of the application of this standard was ¥281 million.

3) Application of Accounting Standard for Business Combinations and others.
From the first quarter of the year ending March 31, 2011, the Company applies the Accounting Standard for Business Combinations (ASBJ Statement No. 21 issued on December 26, 2008), Accounting Standard for Consolidated Financial Statements (ASBJ Statement No. 22 issued on December 26, 2008), Partial Amendments to Accounting Standard for Research and Development Costs (ASBJ Statement No. 23 issued on December 26, 2008), Accounting Standard for Business Divestitures (ASBJ Statement No. 7 issued on December 26, 2008), Revised Accounting Standard for Equity Method of Accounting for Investments (ASBJ Statement No. 16 issued on December 26, 2008) and Revised Accounting Standard for Business Combinations and Accounting Standard for Business Divestitures (ASBJ Guidance No. 10 issued on December 26, 2008).

3. Quarterly consolidated financial statements

(1) Quarterly consolidated balance sheets

(Unit: Million yen)

	End of second quarter of the year ending March 31, 2011 (September 30, 2010)	Condensed consolidated balance sheet at the end of year ended March 31, 2010 (March 31, 2010)
Assets		
Current assets		
Cash and cash equivalents	21,832	15,916
Notes and accounts receivable—trade	8,972	33,088
Inventories	1,948	1,520
Other current assets	6,905	6,524
Allowance for doubtful accounts	(143)	(355)
Total current assets	39,514	56,694
Fixed assets		
Tangible fixed assets		
Land	6,186	6,170
Other tangible fixed assets	3,735	3,551
Total tangible fixed assets	9,921	9,721
Intangible fixed assets		
Goodwill	2,793	239
Other intangible fixed assets	2,050	2,094
Total intangible fixed assets	4,844	2,333
Investments and other assets		
Investment securities	8,233	7,865
Other assets	4,913	4,827
Allowance for doubtful accounts	(162)	(114)
Total investments and other assets	12,984	12,578
Total fixed assets	27,750	24,634
Total assets	67,265	81,329
Liabilities		
Current liabilities		
Notes and accounts payable—trade	6,536	26,610
Current portion of long-term borrowings	60	—
Corporate bonds redeemable within 1 year	790	720
Accrued income taxes	4,310	3,562
Accrued bonuses	51	273
Accrued bonuses to directors and auditors	120	135
Other current liabilities	5,160	4,543
Total current liabilities	17,028	35,845
Fixed liabilities		
Corporate bonds	1,220	1,510
Retirement benefit provisions	306	274
Other fixed liabilities	2,999	2,511
Total fixed liabilities	4,526	4,295
Total Liabilities	21,555	40,141

(Unit: Million yen)

	End of second quarter of the year ending March 31, 2011 (September 30, 2010)	Condensed consolidated balance sheet at the end of year ended March 31, 2010 (March 31, 2010)
Net assets		
Shareholders' equity		
Common stock	7,948	7,948
Capital surplus	7,994	7,994
Retained earnings	32,181	27,583
Treasury stock	(1,785)	(1,785)
Total shareholders' equity	46,339	41,741
Valuation and translation differences		
Unrealized holding gain on available-for-sale securities	(833)	(676)
Foreign currency translation adjustment	0	0
Total valuation and translation differences	(832)	(676)
Minority interest	203	122
Total net assets	45,709	41,187
Total liabilities and net assets	67,265	81,329

(2) Quarterly consolidated statement of income

[First half of the year ending March 31, 2011]

(Unit: Million yen)

	First half of the year ended March 31, 2010 (April 1, 2009– September 30, 2009)	First half of the year ending March 31, 2011 (April 1, 2010– September 30, 2010)
Net sales	21,444	43,012
Cost of sales	8,335	24,020
Gross profit	13,109	18,991
Selling, general and administrative expenses	7,722	9,809
Operating income	5,386	9,182
Non-operating income		
Interest income	5	6
Dividend income	82	82
Equity method investment gain	—	181
Interest on refund	71	1
Others	121	197
Total non-operating income	280	469
Non-operating expenses		
Interest expense	14	12
Equity method investment loss	222	—
Loss on management of investment securities	260	72
Amortization of equity investment	70	17
Others	47	46
Total non-operating expenses	615	148
Ordinary income	5,051	9,503
Extraordinary income		
Gain on sale of fixed assets	46	1
Gain on sale of shares in affiliates	—	126
Reversal of allowance for doubtful accounts	20	229
Others	7	48
Total extraordinary income	73	406
Extraordinary losses		
Loss on sale of fixed assets	0	0
Impairment loss	18	3
Provision to allowance for loss on relocation of offices	392	—
Loss on adjustment for changes of accounting standards for asset retirement obligations	—	142
Others	66	36
Total extraordinary losses	477	182
Income before income taxes and minority interest	4,647	9,727
Current income taxes	2,448	4,302
Income before minority interests	—	5,424
Minority interests (loss)	17	(3)
Net income	2,181	5,428

(3) Quarterly consolidated statement of cash flows

(Unit: Million yen)

	First half of the year ended March 31, 2010 (April 1, 2009– September 30, 2009)	First half of the year ending March 31, 2011 (April 1, 2010– September 30, 2010)
Cash flows from operating activities		
Income before income taxes and minority interest	4,647	9,727
Depreciation and amortization	668	903
Impairment loss	18	3
Amortization of goodwill	43	177
Increase (decrease) in allowance for doubtful accounts	(44)	(251)
Increase (decrease) in accrued bonuses	(169)	(225)
Increase (decrease) in accrued bonuses to directors and auditors	(122)	(15)
Increase (decrease) in retirement benefit provisions	25	32
Increase (decrease) in allowance for losses on relocation of offices	384	(0)
Interest and dividend income	(88)	(89)
Discounts on purchases	(3)	(86)
Equity method investment loss (gain)	222	(181)
Interest expense	14	12
Loss (gain) on sale of shares in affiliates	—	(126)
Loss on adjustment for changes of accounting standards for asset retirement obligations	—	142
Decrease (increase) in notes and accounts receivable—trade	2,255	25,601
Decrease (increase) in inventories	(275)	29
Decrease (increase) in merchandising rights advances	487	(47)
Increase (decrease) in notes and accounts payable—trade	614	(20,565)
Increase (decrease) in accrued consumption taxes	542	(4)
Increase (decrease) in deposits received	(1,406)	7
Others	(333)	(452)
Sub total	7,482	14,591
Interest and dividends received	94	95
Interest paid	(15)	(16)
Income taxes (paid) or refund	2,599	(3,471)
Net cash provided by (used in) operating activities	10,160	11,199
Cash flows from investing activities		
Payments into time deposits	(10)	—
Purchases of tangible fixed assets	(340)	(216)
Proceeds from sale of tangible fixed assets	615	3
Purchases of intangible fixed assets	(188)	(383)
Purchases of investment securities	—	(366)
Expenditure for equity investment	(100)	(51)
Expenditure for loans	(352)	(243)
Expenditure for acquiring shares in subsidiaries which involved change in the scope of consolidation	—	(1,649)
Expenditure for acquiring shares in affiliates	—	(115)
Proceeds from sale of shares in affiliates	—	200
Others	26	84
Net cash provided by (used in) investing activities	(350)	(2,738)

(Unit: Million yen)

	First half of the year ended March 31, 2010 (April 1, 2009– September 30, 2009)	First half of the year ending March 31, 2011 (April 1, 2010– September 30, 2010)
Cash flows from financing activities		
Net increase (decrease) in short-term borrowings	—	(1,209)
Repayment of long-term borrowings	(61)	(30)
Redemption of corporate bonds	(360)	(457)
Proceeds from payments by minority shareholders	60	—
Dividends paid	(838)	(827)
Others	—	(56)
Net cash provided by (used in) financing activities	(1,199)	(2,580)
Effect of exchange rate changes on cash and cash equivalents	(8)	(4)
Increase (decrease) in cash and cash equivalents	8,602	5,875
Cash and cash equivalents at beginning of period	11,181	15,906
Cash and cash equivalents at end of period	19,784	21,782

(4) Note regarding the operation of the company as a going concern

First half of the year ending March 31, 2011 (April 1, 2010 to September 30, 2010)

No relevant items

(5) Segment information

[Segment information by business category]

First half of the year ended March 31, 2010 (April 1, 2009 to September 30, 2009)

(Unit: Million yen)

	Pachinko/ Pachislot (PS) Field	Sports Entertainment Field	Mobile Field	Other Field	Total	Elimination or incorporation	Consolidated
Net sales							
(1) Net sales to third parties	19,265	1,180	991	6	21,444	—	21,444
(2) Inter-group net sales or transfers	150	0	0	252	403	(403)	—
Total	19,415	1,181	991	259	21,847	(403)	21,444
Operating income (loss)	5,407	(162)	247	(17)	5,476	(89)	5,386

(Notes) 1. Based on the proximity of merchandises and service or other provided, the Company's businesses are segmented into Pachinko/Pachislot (PS) Field, Sports Entertainment Field, Mobile Field and Other Field.

2. The major products or services in each segment are as follows:
(1) Pachinko/Pachislot (PS) Field: Purchasing, sales, planning and development of pachinko/pachislot machines and related services
(2) Sports Entertainment Field: Sports management and related activities
(3) Mobile Field: Mobile contents, etc.
(4) Other Field: Planning and production of animation, movie production, etc.

3. Additional information
The sports management business had been included in the Sports Field segment in previous years. In light of new business developments, the Company renamed the segment as the Sports Entertainment Field segment effective with the first quarter of the year ending March 31, 2011.
The planning, development and sales business of packaged software, such as game software, which had been included in the Game Field segment in previous years, was dissolved during the previous fiscal year as a result of the sale of shares in subsidiaries.
The mobile content business, which had been included in the Other Field segment in previous years, was resegmented and separately disclosed under the Web Service Field segment in the previous fiscal year as the value of the business became material. The Company renamed the segment as the Mobile Field segment effective with the first quarter of the year ending March 31, 2011 in light of business developments such as an expansion of service provision for mobile content.
The digital content creation and copyright acquisition business, which had been included in the Movies Field segment in previous years, was dissolved during the previous fiscal year as a result of the merger and absorption of the business as a surviving entity into the Company. In addition, the movie production business has been included in the Other Field segment effective with the first quarter of the year ending March 31, 2011 as the value of the business is no longer material.
The following is the segment information for the first half of the year ended March 31, 2010 which is based on the business categories adopted in the first half of the year ending March 31, 2011.

(Unit: Million yen)

	Pachinko/ Pachislot (PS) Field	Sports Entertainment Field	Mobile Field	Game Field	Other Field	Total	Elimination or incorporation	Consolidated
Net sales								
(1) Net sales to third parties	34,721	1,947	736	4,126	59	41,590	—	41,590
(2) Inter-group net sales or transfers	236	30	—	0	6	274	(274)	—
Total	34,957	1,977	736	4,127	66	41,864	(274)	41,590
Operating income (loss)	5,569	(342)	227	(1,619)	(596)	3,237	14	3,252

[Segment information by region]

First half of the year ended March 31, 2010 (April 1, 2009 to September 30, 2009)

Segment information by region has been omitted, since Japan has accounted for more than 90% of total net sales across all segments.

[Overseas sales]

First half of the year ended March 31, 2010 (April 1, 2009 to September 30, 2009)

Information on overseas sales has been omitted, since they have accounted for less than 10% of consolidated net sales.

[Segment information]

(Additional information)

From the first quarter of the year ending March 31, 2011, the Company applies the Accounting Standard for Disclosures about Segments of an Enterprise and Related information (ASBJ Statement No. 17 issued on March 27, 2009) and Accounting Standard for Disclosures about Segments of an Enterprise and Related information (ASBJ Guidance No. 20 issued on March 21, 2008).

1 General information about reportable segment

The reportable segments of the Company are business units of the Fields Group for which the Company is able to obtain individual financial information separately in order for the board of directors to conduct periodic investigation to determine distribution of management resources and evaluate their business performance.

The Company's reportable business segments are segmented into Pachinko/Pachislot (PS) Field, Mobile Field, Sports Entertainment Field and Other Field.

The major products or services in each reportable segment are as follows:

Pachinko/Pachislot (PS) Field: purchasing, sales, planning and development of pachinko/pachislot machines and related services; Mobile Field: mobile content, etc.; Sports Entertainment Field: sports management and related activities; and Other Field: planning, production, etc. of animations, movies and images.

2 Information on net sales and income (loss) by reportable segment

First half of the year ending March 31, 2011 (April 1, 2010 to September 30, 2010)

(Unit: Million yen)

	Pachinko/ Pachislot (PS) Field	Mobile Field	Sports Entertainment Field	Other Field	Total	Adjustment (Note 1)	Amount in the quarterly consolidated statement of income (Note 2)
Net sales							
Net sales to third parties	38,364	1,057	1,079	2,511	43,012	—	43,012
Inter-group net sales or transfers	134	2	3	103	243	(243)	—
Total	38,499	1,059	1,082	2,615	43,256	(243)	43,012
Segment income (loss)	9,109	199	(140)	58	9,226	(44)	9,182

(Notes) 1. Adjustment of segment income (−¥44 million) has been derived from the elimination of inter-group transactions.

2. Segment income (loss) is adjusted on operating income on the quarterly consolidated statement of income.

3 Information on impairment loss on fixed assets, goodwill, etc. by reportable segment

(Significant impairment loss on fixed assets)

No relevant items

(Significant changes in the amount of goodwill)

In the Other Field segment, the Company acquired shares of Tsuburaya Productions Co., Ltd. and Digital Frontier Inc. as the Company's consolidated subsidiaries.

As a result of this event, goodwill increased by ¥2,732 million during the first half of the year ending March 31, 2011.

(Significant income related to negative goodwill)

No relevant items

(6) Note regarding occurrence of significant change in amount of shareholders' equity

First half of the year ending March 31, 2011 (April 1, 2010 to September 30, 2010)
No relevant items