

2nd quarter

(7.2010 ~ 9.2010)

Supplementary Financial Document
for the 1st Half of the Year Ending March 31, 2011

November 5, 2010



2nd quarter

Fields Corporation
JASDAQ:2767

Fields Corporation

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FIELDS CORPORATION

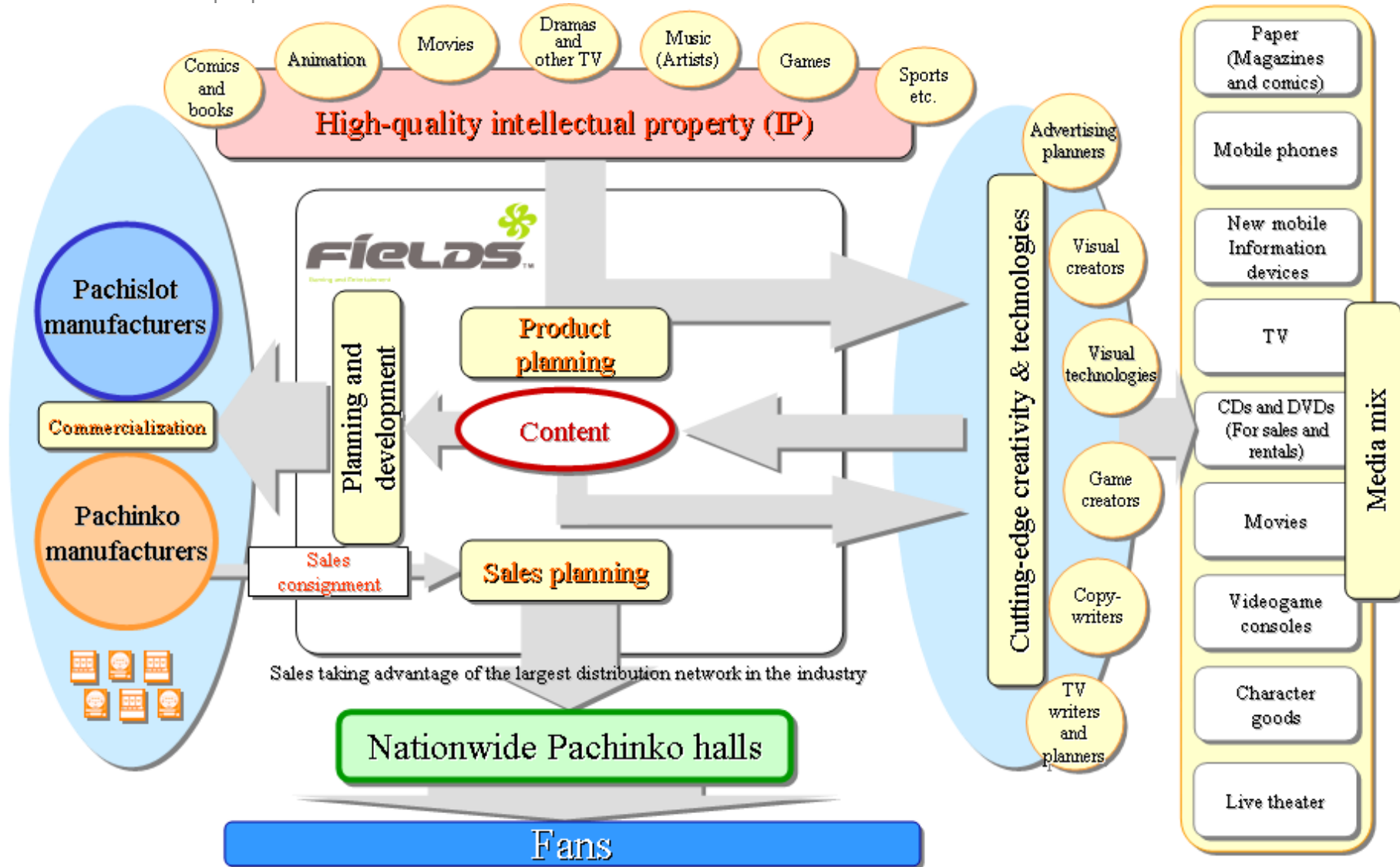
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Business Scheme 2010

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Highlights for the 1st Half of the Year Ending March 31, 2011

Results for the H1 of the Year Ending March 31, 2011 (Consolidated)

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[Percentage of net sales] (Unit: Million yen)

	Year Ended March 31, 2010				Year Ending March 31, 2011								
	Q1 Results	1st Half Results	Q1-Q3 Results	Full-Year Results	Q1	1st Half			Full-Year				
					Results	Initial Forecast	Revised Forecast*1	Results	YOY (%)	Initial Forecast	Revised Forecast*2	Achievement Against Initial Forecast (%)	YOY (%)
Net sales	16,038 [100.0]	21,444 [100.0]	24,521 [100.0]	66,342 [100.0]	21,344 [100.0]	30,000 [100.0]	45,000 [100.0]	43,012 [100.0]	200.6	80,000 [100.0]	100,000 [100.0]	125.0	150.7
Gross profit	12,402 [77.3]	13,109 [61.1]	13,997 [57.1]	26,889 [40.5]	7,663 [35.9]	14,000 [46.7]	19,000 [42.2]	18,991 [44.2]	144.9	31,500 [39.4]	35,000 [35.0]	111.1	130.2
SG&A expenses	3,877 [24.2]	7,722 [36.0]	12,628 [51.5]	18,764 [28.3]	5,314 [24.9]	10,000 [33.3]	10,000 [22.2]	9,809 [22.8]	127.0	20,500 [25.6]	22,000 [22.0]	107.3	117.2
Operating income	8,524 [53.2]	5,386 [25.1]	1,368 [5.6]	8,124 [12.2]	2,348 [11.0]	4,000 [13.3]	9,000 [20.0]	9,182 [21.3]	170.5	11,000 [13.8]	13,000 [13.0]	118.2	160.0
Ordinary income	8,519 [53.1]	5,051 [23.6]	1,090 [4.5]	7,761 [11.7]	2,518 [11.8]	4,000 [13.3]	9,000 [20.0]	9,503 [22.1]	188.1	11,000 [13.8]	13,000 [13.0]	118.2	167.5
Net income	4,711 [29.4]	2,181 [10.2]	(273) [-]	3,289 [5.0]	1,477 [6.9]	2,000 [6.7]	4,500 [10.0]	5,428 [12.6]	248.8	5,500 [6.9]	7,000 [7.0]	127.3	212.8

*1 Revision to the forecast for the 1st half of the year ending March 31, 2011 have been made as of August 4, 2010.

*2 Revisions to the full year forecast and interim dividends have been made as of November 4, 2010.

Reference: Results for the H1 of the Year Ending March 31, 2011 (Non-Consolidated)

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[Percentage of net sales] (Unit: Million yen)

	Year Ended March 31, 2010				Year Ending March 31, 2011								
	Q1 Results	1st Half Results	Q1-Q3 Results	Full-Year Results	Q1 Results	1st Half			Full-Year				
						Initial Forecast	Revised Forecast*1	Results	YOY (%)	Initial Forecast	Revised Forecast*2	Achievement Against Initial Forecast (%)	YOY (%)
Net sales	14,905 [100.0]	19,233 [100.0]	20,972 [100.0]	61,357 [100.0]	18,310 [100.0]	23,000 [100.0]	38,000 [100.0]	37,005 [100.0]	192.4	68,000 [100.0]	87,000 [100.0]	127.9	141.8
Gross profit	11,901 [79.8]	12,233 [63.6]	12,465 [59.4]	24,493 [39.9]	6,542 [35.7]	12,000 [52.2]	17,000 [44.7]	16,679 [45.1]	136.3	27,500 [40.4]	30,000 [34.5]	109.1	122.5
SG&A expenses	3,277 [22.0]	6,520 [33.9]	10,563 [50.4]	15,875 [25.9]	4,166 [22.8]	8,000 [34.8]	8,000 [21.1]	7,482 [20.2]	114.8	16,500 [24.3]	17,500 [20.1]	106.1	110.2
Operating income	8,623 [57.9]	5,712 [29.7]	1,901 [9.1]	8,618 [14.0]	2,375 [13.0]	4,000 [17.4]	9,000 [23.7]	9,196 [24.9]	161.0	11,000 [16.2]	12,500 [14.4]	113.6	145.0
Ordinary income	8,761 [58.8]	5,861 [30.5]	2,168 [10.3]	8,830 [14.4]	2,505 [13.7]	4,000 [17.4]	9,000 [23.7]	9,416 [25.4]	160.7	11,000 [16.2]	12,500 [14.4]	113.6	141.6
Net income	5,134 [34.5]	3,070 [16.0]	963 [4.6]	4,538 [7.4]	1,362 [7.4]	2,000 [8.7]	4,500 [11.8]	5,346 [14.4]	174.1	5,500 [8.1]	6,500 [7.5]	118.2	143.2

*1 Revision to the forecast for the 1st half of the year ending March 31, 2011 have been made as of August 4, 2010.

*2 Revisions to the full year forecast and interim dividends have been made as of November 4, 2010.

Segment Information for the H1 of the Year Ending March 31, 2011

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(Unit: Million yen)

	Year Ended March 31, 2010		Year Ending March 31, 2011		
	Q1 Results	1st Half Results	Q1 Results*	1st Half Results	YOY (%)
Net sales					
Pachinko/Pachslot (PS) Field	15,029	19,415	19,201	38,499	198.3
Mobile Field	519	991	495	1,059	106.9
Sports Entertainment Field	565	1,181	548	1,082	91.6
Other Field	252	259	1,173	2,615	1009.7
Subtotal	16,368	21,847	21,418	43,256	198.0
Elimination or incorporation	(329)	(403)	(74)	(243)	-
Total	16,038	21,444	21,344	43,012	200.6
Operating income					
Pachinko/Pachslot (PS) Field	8,543	5,407	2,343	9,109	168.5
Mobile Field	124	247	99	199	80.6
Sports Entertainment Field	(96)	(162)	(64)	(140)	-
Other Field	58	(17)	(55)	58	-
Subtotal	8,629	5,476	2,322	9,226	168.5
Elimination or incorporation	(104)	(89)	26	(44)	-
Total	8,524	5,386	2,348	9,182	170.5

* The results of Tsuburaya Productions Co., Ltd. and Digital Frontier Inc. have been included in the consolidated segment of "Other Field" since the Q1 of the year ending March 31, 2011.

Balance Sheets for the End of Q2 of the Year Ending March 31, 2011 (Assets)

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(Unit: Million yen)

Assets	At March 31, 2010	At September 30, 2010	Increase/ Decrease	Factors
Cash and cash equivalents	15,916	21,832	5,916	Decrease in accounts receivable—trade from pachinko/pachislot machine sales
Notes and accounts receivable—trade	33,088	8,972	(24,116)	Decrease in accounts receivable –trade from pachinko/pachislot machine sales
Inventories	1,520	1,948	428	Increase in work in process
Other	6,525	6,905	380	
Allowance for doubtful accounts	(355)	(143)	212	
Total current assets	56,694	39,514	(17,180)	
Land	6,170	6,186	16	
Other	3,551	3,735	184	Increase in assets due to acquiring Tsuburaya Productions Co., Ltd. and Digital Frontier Inc. as the Company's subsidiaries
Total tangible fixed assets	9,721	9,921	200	
Goodwill	239	2,793	2,554	Increase due to acquiring Tsuburaya Productions Co., Ltd. and Digital Frontier Inc. as the Company's subsidiaries
Other	2,094	2,050	(44)	
Total intangible fixed assets	2,333	4,844	2,511	
Investment securities	7,865	8,233	368	Increase in purchases of investment securities
Other	4,827	4,913	86	
Allowance for doubtful accounts	(114)	(162)	(48)	
Total investments and other assets	12,578	12,984	406	
Total fixed assets	24,634	27,750	3,116	
Total assets	81,329	67,265	(14,064)	

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

Balance Sheets for the End of Q2 of the Year Ending March 31, 2011 (Liabilities/Net assets)

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(Unit: Million yen)

Liabilities and Net assets	At March 31, 2010	At September 30, 2010	Increase/ Decrease	Factors
Notes and accounts payable— trade	26,610	6,536	(20,074)	Decrease in accounts payable—trade from pachinko/pachislot machine sales
Corporate bonds redeemable within 1 year	720	790	70	
Accrued income taxes	3,562	4,310	748	
Other	4,953	5,392	439	
Total current liabilities	35,845	17,028	(18,817)	
Corporate bonds	1,510	1,220	(290)	Decrease due to redemption of corporate bonds
Other	2,785	3,306	521	Increase due to adjustment for changes of accounting standard for asset retirement obligation
Total fixed liabilities	4,295	4,526	231	
Total liabilities	40,141	21,555	(18,586)	
Common stock	7,948	7,948	0	
Capital surplus	7,994	7,994	0	
Retained earnings	27,583	32,181	4,598	Increase due to posting H1 net income
Treasury stock	(1,785)	(1,785)	0	
Total shareholders' equity	41,741	46,339	4,598	
Unrealized holding gain on available-for-sale securities	(676)	(833)	(157)	
Total valuation and translation differences	(676)	(832)	(156)	
Minority interest	122	203	81	
Total net assets	41,187	45,709	4,522	
Total liabilities and net assets	81,329	67,265	(14,064)	

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

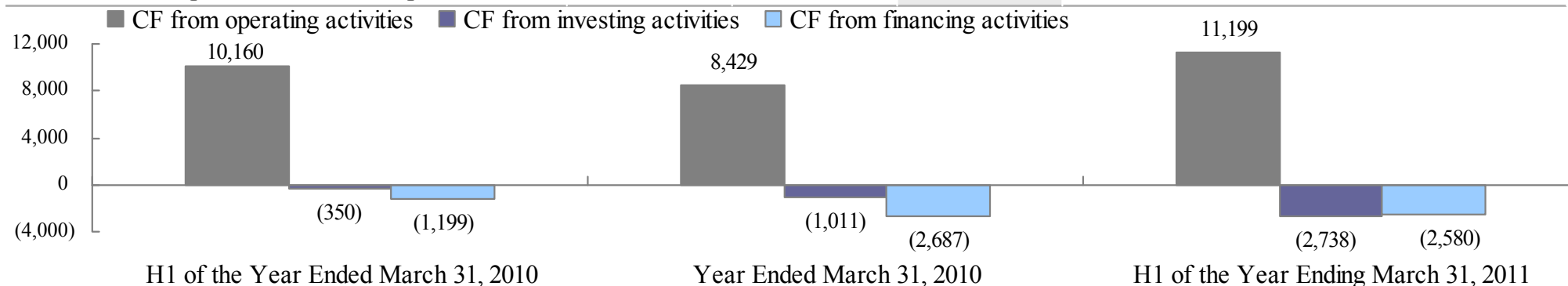
Statement of Cash Flows for the H1 of the Year Ending March 31, 2011

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(Unit: Million yen)

	Year Ended March 31, 2010		Year Ending March 31, 2011	
	1st Half	Full-Year	1st Half	Factors
Cash flows from operating activities	10,160	8,429	11,199	Income before income taxes and minority interest 9,727 Decrease in notes and accounts receivable-trade 25,601 Decrease in notes and accounts payable-trade (20,565) Income taxes paid (3,471)
Cash flows from investing activities	(350)	(1,011)	(2,738)	Purchase of share of subsidiaries (1,649) Purchase of intangible fixed assets (383) Purchase of investment securities (366)
Cash flows from financing activities	(1,199)	(2,687)	(2,580)	Repayment of short-term borrowings (1,209) Dividends paid (827) Redemption of corporate bonds (457)
Effect of exchange rate changes on cash and cash equivalents	(8)	(4)	(4)	
Increase (decrease) in cash and cash equivalents	8,602	4,725	5,875	
Cash and cash equivalents at beginning of period	11,181	11,181	15,906	
Cash and cash equivalents at end of period	19,784	15,906	21,782	



Supplementary Data for the H1 of the Year Ending March 31, 2011

Number of Pachinko/Pachislot Machines Sold According to Title for the H1 of the Year Ending March 31, 2011

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(Unit: Machines)

Release	Manufacturer	Title	Q1 Machines Sold	Q2 Machines Sold	Cumulative Machines Sold
→ Pachinko machines					
June	Bisty	CR Evangelion—Evangelical of the Beginnings	56,084	149,176	205,300
August	Bisty	CR Shimizu no Jirocho Light ver.	-	-	-
	Others		8,808	5,832	
Total number of pachinko machines sold			64,892	161,728	
			<u>Total number of pachinko machines sold in 1st half</u>		226,620
→ Pachislot machines					
※	March	Bisty	Neon Genesis Evangelion—Die Spur der SEELE		84,600
	March	Rodeo	Onimusha: Dawn of Dreams		Over 64,000 (On sale)
	June	Rodeo	13,553	-	13,600
	August	Bisty	-	-	-
	Others		677	1,468	
Total number of pachislot machines sold			40,646	25,862	
			<u>Total number of pachislot machines sold in 1st half</u>		66,508
Total number of pachinko/pachislot machines sold			105,538	187,590	
			<u>Total number of pachinko/pachislot machines sold in 1st half</u>		293,128

* 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 October 31, 2010. ※Bracketed titles were released in the previous Q4 and are still on sale.

Titles Sold and Press Released for the H1 of the Year Ending March 31, 2011

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(As of October 31, 2010)

Q1-Q2

→ Pachinko machines



Released in June

■ CR Evangelion—Evangelical of the Beginnings

- Employing new high-quality images from the 2009 movie Evangelion: 2.0 You Can (Not) Advance
- Featuring the greatest number of effects in the series and realizing the unique world and fascinating storyline of the movies by the cutting-edge visual effects with the pachinko game functions

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Released in August

■ CR Shimizu no Jirocho Light ver.

- To be released as the light ver. of “CR Shimizu no Jirocho –The Bonds of Life” sold in January 2010

→ Pachislot machines



Released in June

■ Gamera

- Released as the 2nd title in Rodeo’s 10th Anniversary series
- Realizing the destructive power of Gamera with the vigorous visual effect with the latest 3DCG, with the concept of the pachislot machine anyone can enjoy play it

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Released in August

■ Magical Shopping Arcade Abenobashi

- Employing content from the animation series “Magical Shopping Arcade Abenobashi” produced by GAINAX Co., Ltd.
- Realizing the game features anyone can enjoy and including the parody elements from other animations

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Titles press released for the Q3

→ Pachinko machines



Released in November

■ CR Evangelion—Evangelical of the beginnings Light ver

- This light version machine of “CR Evangelion—Evangelical of the beginnings” embodied attractive game functions as well as is to be launched as a “high chance” model
- Original story lines produced for this version and higher occurrence frequency of story lines which rarely appear

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→ Pachislot machines



Released in December

■ Ore no Sora—Spirit of Young Justice

- The 3rd title in Rodeo’s 10th Anniversary Series
- Characters from the works of Hiroshi Motomiya
- The machine has evolved retaining the appeal of the first “Ore no Sora”

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On going sale titles from the previous fiscal year

→ Pachislot machines



Released in March

■ 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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Released in March

■ Onimusha: Dawn of Dreams

- First Pachislot machine from Rodeo’s 10th anniversary year
- Offering “endless expectations,” which is created by a highly sophisticated game of the lavish storyline and diverse patterns of play

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Number of Pachinko/Pachislot Machines Sold According to Manufacturer for the H1 of the Year Ending March 31, 2011

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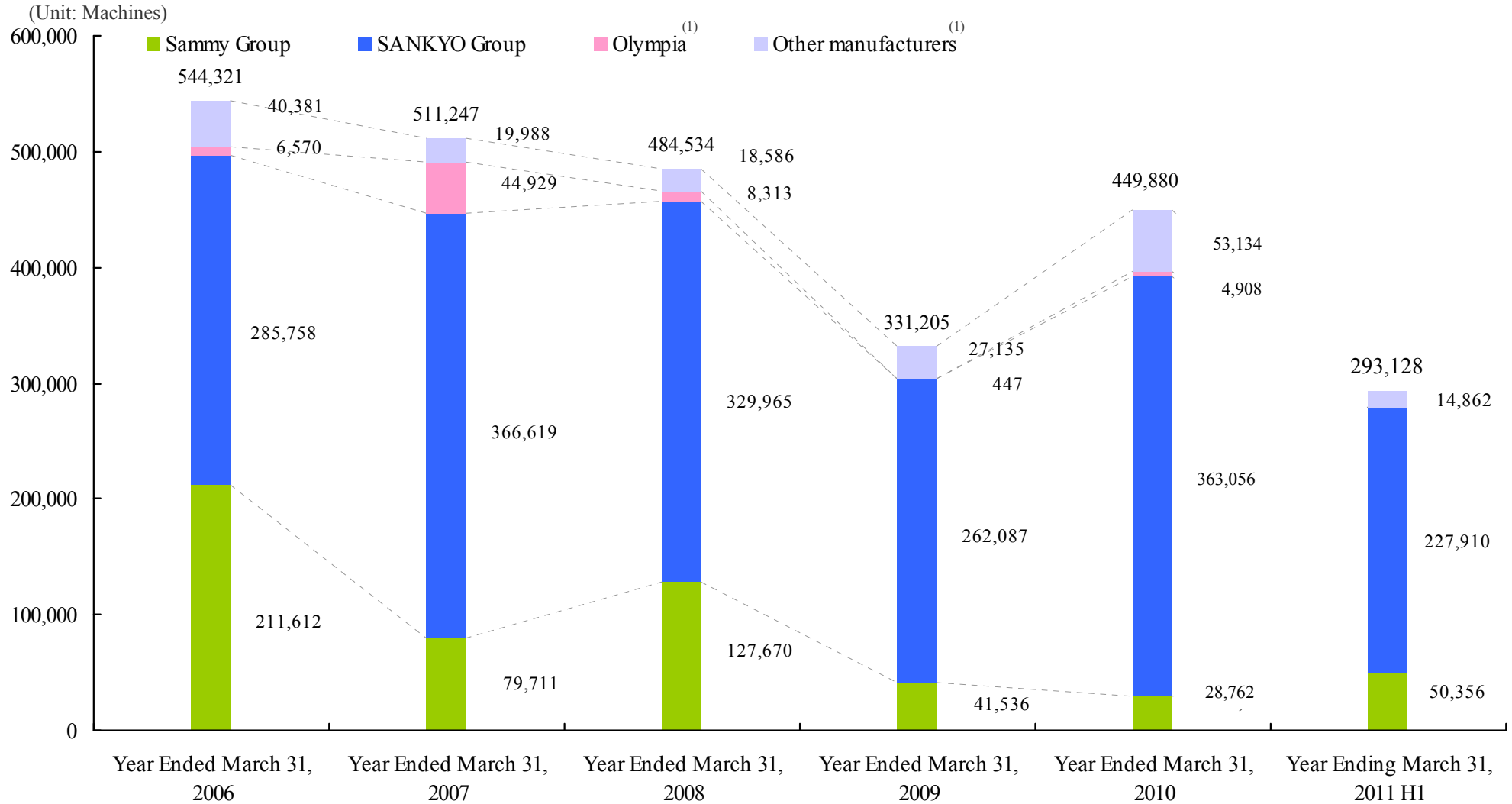
(Unit: Machines)

	Year Ended March 31, 2010					Year Ending March 31, 2011		
	Q1 Results	Q2 Results	Q3 Results	Q4 Results	Full-Year Results	Q1 Results	Q2 Results	1st Half Results
<Pachinko Machines>								
Bisty	236,035	163	7,663	43,016	286,877	58,007	155,896	213,903
Others	8,056	22,030	8,034	5,737	43,857	6,885	5,832	12,717
Total number of pachinko machines sold	244,091	22,193	15,697	48,753	330,734	64,892	161,728	226,620
< Pachislot Machines >								
Rodeo	65	-	1,498	27,199	28,762	35,123	15,233	50,356
Bisty	1,120	69	-	74,990	76,179	4,846	9,161	14,007
Olympia	3,639	109	1,152	8	4,908	-	-	-
Others	1,231	1,627	2,167	4,272	9,297	677	1,468	2,145
Total number of pachislot machines sold	6,055	1,805	4,817	106,469	119,146	40,646	25,862	66,508
Total number of pachinko/pachislot machines sold	250,146	23,998	20,514	155,222	449,880	105,538	187,590	293,128

Change in the Number of Machines Sold by Brand

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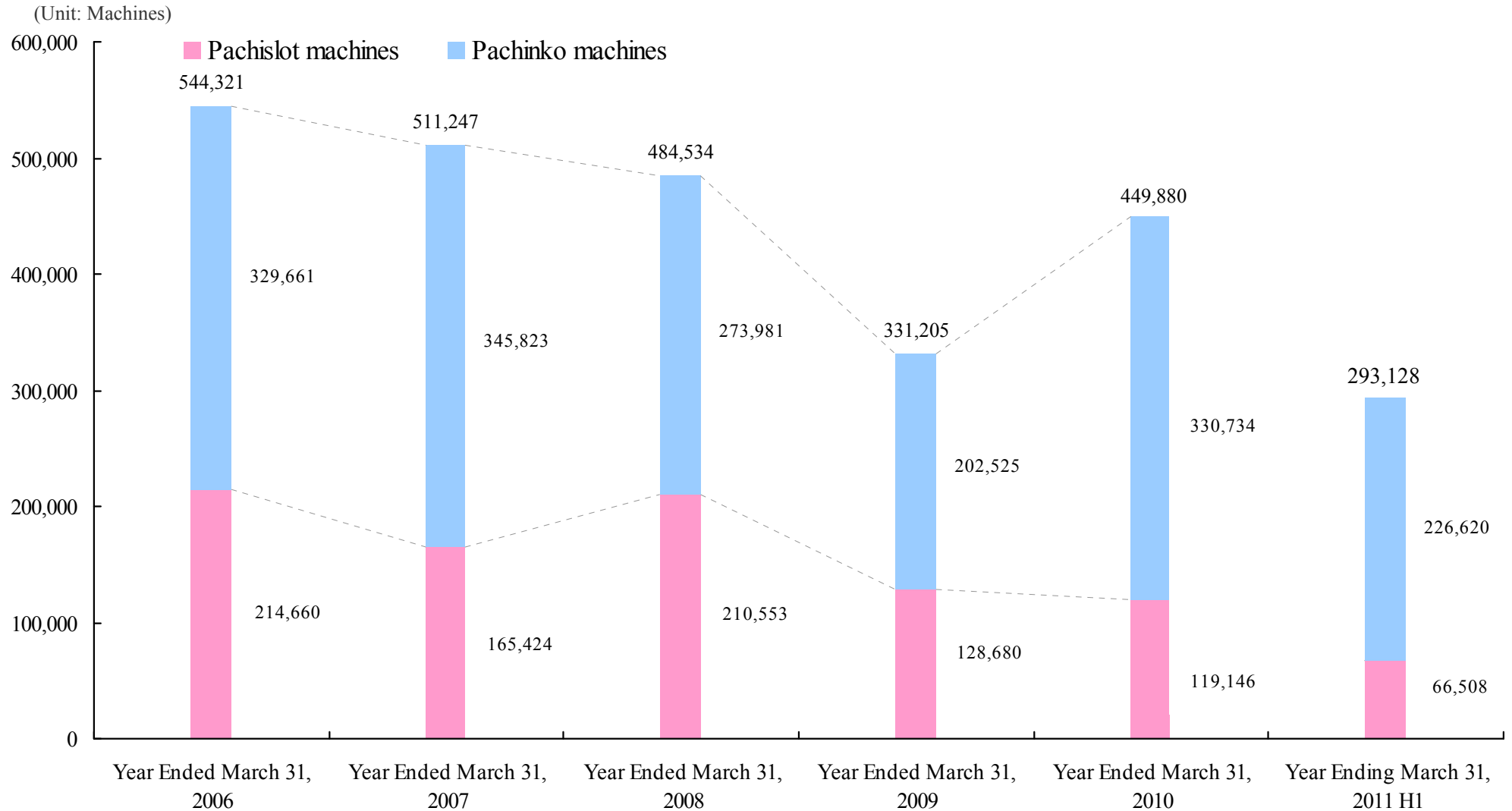


(1) Olympia Co., Ltd., was included in Other manufacturers in and before the year ended March 2006, therefore there is a difference between the figures announced in the past for said company and those presented here.

Change in the Number of Pachinko/Pachislot Machines Sold

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Appendix I

Corporate Profile

FIELDS CORPORATION

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Corporate data

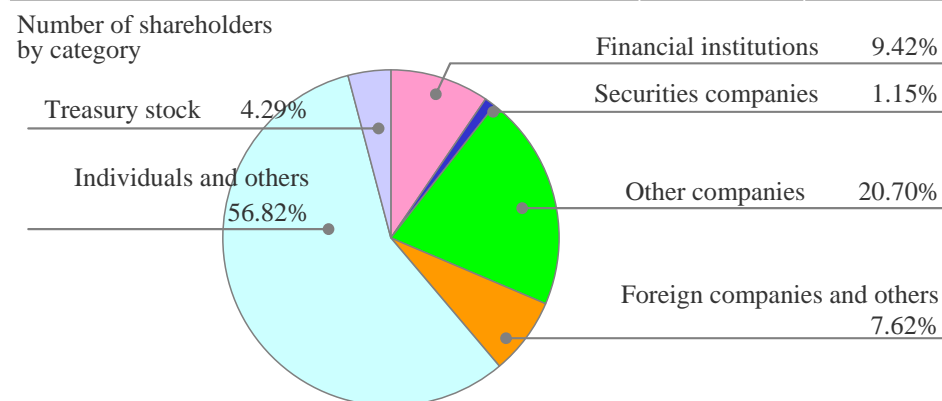
(As of September 30, 2010)

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: 14,885)
Securities exchange	Osaka Stock Exchange, JASDAQ market Standard, 2767
Number of employees	642 (Non-Consolidated), 1,102 (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 •FutureScope Corporation •Japan Sports Marketing Inc. •Lucent Pictures Entertainment, Inc. •Tsuburaya Productions Co., Ltd. •Digital Frontier Inc. and 8 other companies
Equity method companies	<ul style="list-style-type: none"> •Rodeo Co., Ltd. •Kadokawa Haruki Corporation •HERO'S and 3 other companies

Principal shareholders

(As of September 30, 2010)

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%
Treasury Stock	14,885	4.29%
The Master Trust Bank of Japan, Ltd. (Trust account)	12,987	3.74%
Trust & Custody Services Bank, Ltd. (Securities investment trust account)	6,247	1.80%
Takashi Oya	4,500	1.30%
The Nomura Trust and Banking Co., Ltd. (Trust account)	3,933	1.13%
Japan Trustee Services Bank, Ltd. (Trust account)	3,301	0.95%



Our Tracks (1988—2000)

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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

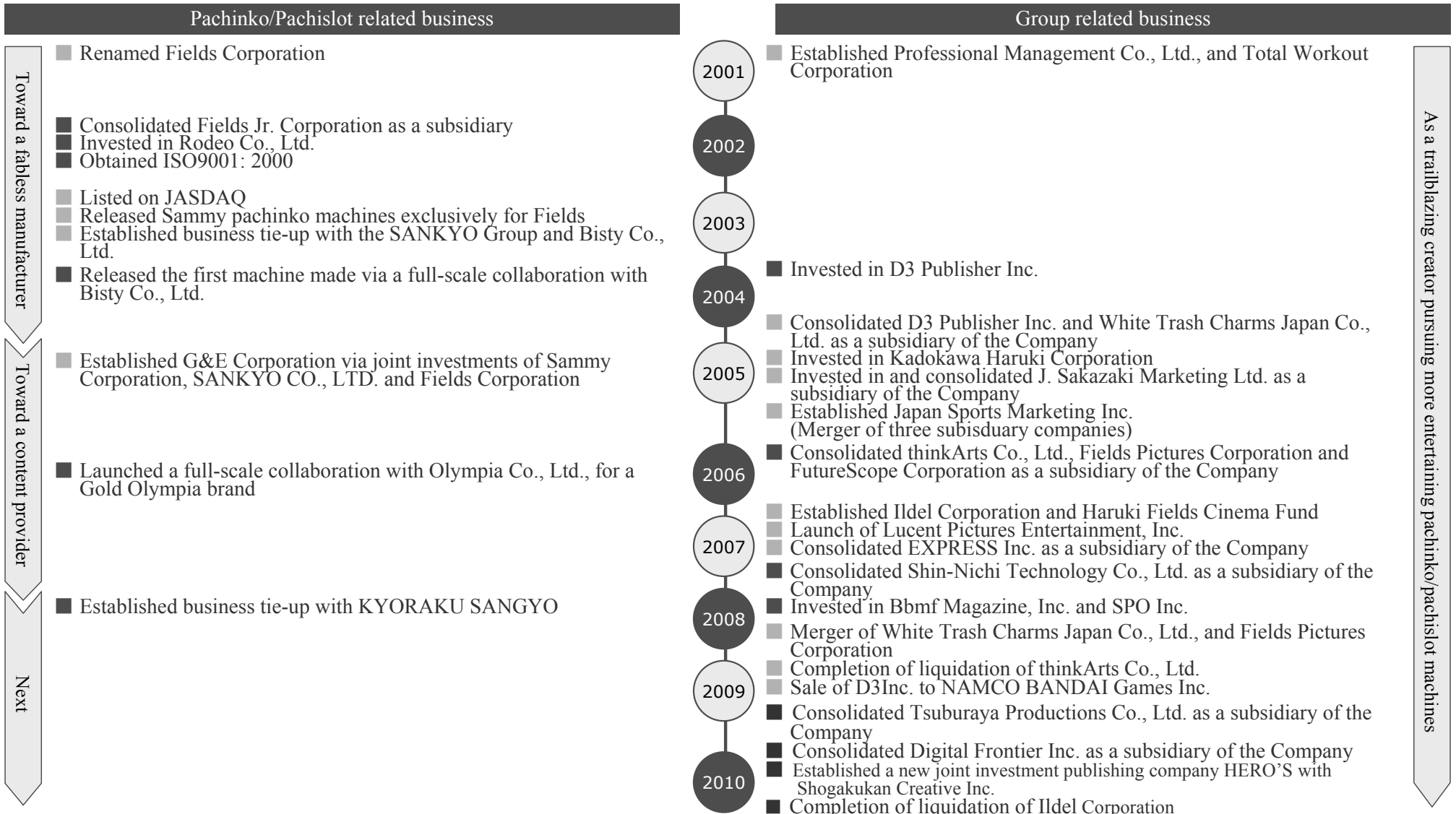
1999

2000

Our Tracks (2001—2010)

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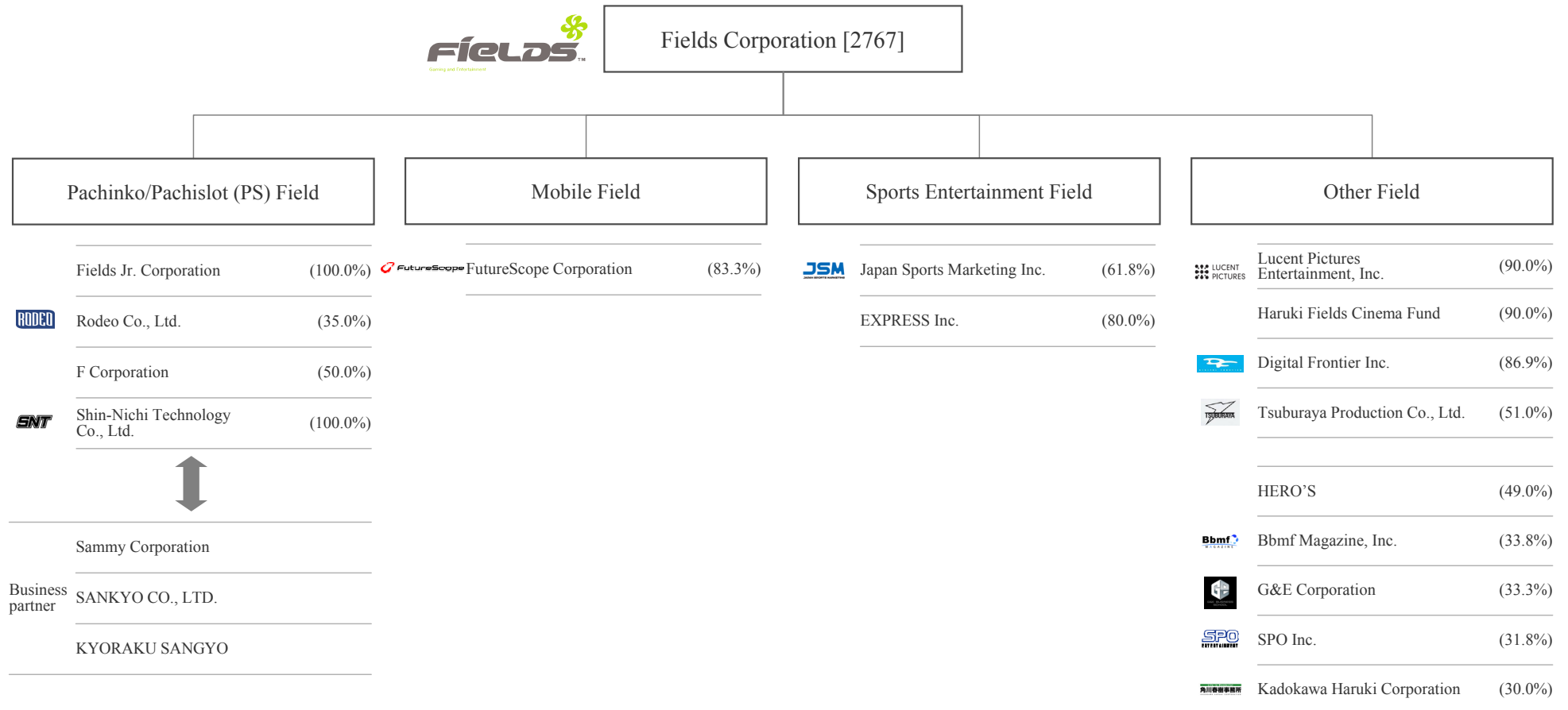


Group Structure

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(As of September 30, 2010)



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

Introduction of New Group Companies

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Accelerating business in the entertainment field

Acquired 3 entertainment companies
as Fields Group companies in April 2010

Tsuburaya Productions



(Consolidated subsidiary)

Digital Frontier



(Consolidated subsidiary)

HERO'S

(Joint investment)

Tsuburaya Productions Co., Ltd. (Holding ratio : 51.0%)

- Location 1-10-1 Hachimanyama, Setagaya-ku, Tokyo
- Establishment April 1963
- President Shinichi Ooka
- Paid-in capital ¥310 million
- Net sales ¥3,577 million (fiscal year ended July 2009)

Promoting usage of IP such as “Ultraman” for pachinko/pachislot machines, developing new visual image and products, expanding global business in order to increase profit.



©円谷プロ

Digital Frontier Inc.

(Holding ratio : 86.9%)

- Location 1-1-71 Nakameguro, Meguro-ku, Tokyo
- Establishment May 2000
- President Hidenori Ueki
- Paid-in capital ¥31 million
- Net sales ¥1,707 million (fiscal year ended July 2009)

With leading technologies and facilities in the CG industry, Digital Frontier Inc. is a core driver in the Fields Group's visual image production field.



Death Note



Onimusha:
Dawn of Dreams

HERO'S

(Holding ratio : 49.0%)

- Location 3-6, Maruyama-cho, Shibuya-ku, Tokyo
- Establishment April 2010
- President Shinobu Miyake
- Paid-in capital ¥10 million

Jointly established by Shogakukan Creative Inc., a group company of Shogakukan Inc. - which leads publishing industry in Japan.

Planning to publish a new monthly comic magazine for youth different from all those that have gone before.

Status of Group Companies

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	Company name	Holding Ratio	Paid-in capital (Million yen)	Address	Business activities	Investment date
Pachinko/Pachislot (PS) Field	Fields Jr. Corporation	100.0	10	Shibuya-ku, Tokyo	Pachinko/Pachislot machine maintenance, etc.	March 2002
	Shin-Nichi Technology Co., Ltd.	100.0	50	Taito-ku, Tokyo	Pachinko/ Pachislot machine development	January 2008
	F Corporation	50.0	200	Shibuya-ku, Tokyo	Pachinko/Pachislot machine planning and development	May 2009
	Rodeo Co., Ltd.	35.0	100	Toshima-ku, Tokyo	Pachinko/Pachislot machine development and manufacturing	March 2002
Mobile Field	FutureScope Corporation	83.3	60	Shibuya-ku, Tokyo	Mobile contents service provider and mail order	October 2006
Sports Entertainment Field	Japan Sports Marketing Inc.	61.8	200	Shibuya-ku, Tokyo	Athletes management / Running fitness gyms	October 2005
	EXPRESS Inc.	80.0	300	Fukuoka-shi, Fukuoka	Running fitness gym	December 2007
Other Field	Lucent Pictures Entertainment, Inc.	90.0	20	Shibuya-ku, Tokyo	Planning, production and producing of animations	October 2007
	Haruki Fields Cinema Fund	90.0	* 456	Shibuya-ku, Tokyo	Movie production	December 2007
	Digital Frontier Inc.	86.9	31	Meguro-ku, Tokyo	CG planning and production	April 2010
	Tsuburaya Productions Co., Ltd.	51.0	310	Setagaya-ku, Tokyo	Movie/TV planning and production Character goods planning, production and sales	April 2010
	HERO'S	49.0	10	Shibuya-ku, Tokyo	Comic magazine and character contents planning, operation and production	April 2010
	Bbmf Magazine, Inc.	33.8	20	Chiyoda-ku, Tokyo	Publishing and selling books and magazines, etc.	January 2008
	G&E Corporation	33.3	450	Shibuya-ku, Tokyo	Running business schools focused on entertainment field	May 2005
	SPO Inc.	31.8	371	Minato-ku, Tokyo	Movie planning, production and distributor, etc.	March 2008
	Kadokawa Haruki Corporation	30.0	757	Chiyoda-ku, Tokyo	Planning, production, editing, publishing and selling books and magazines	March 2005

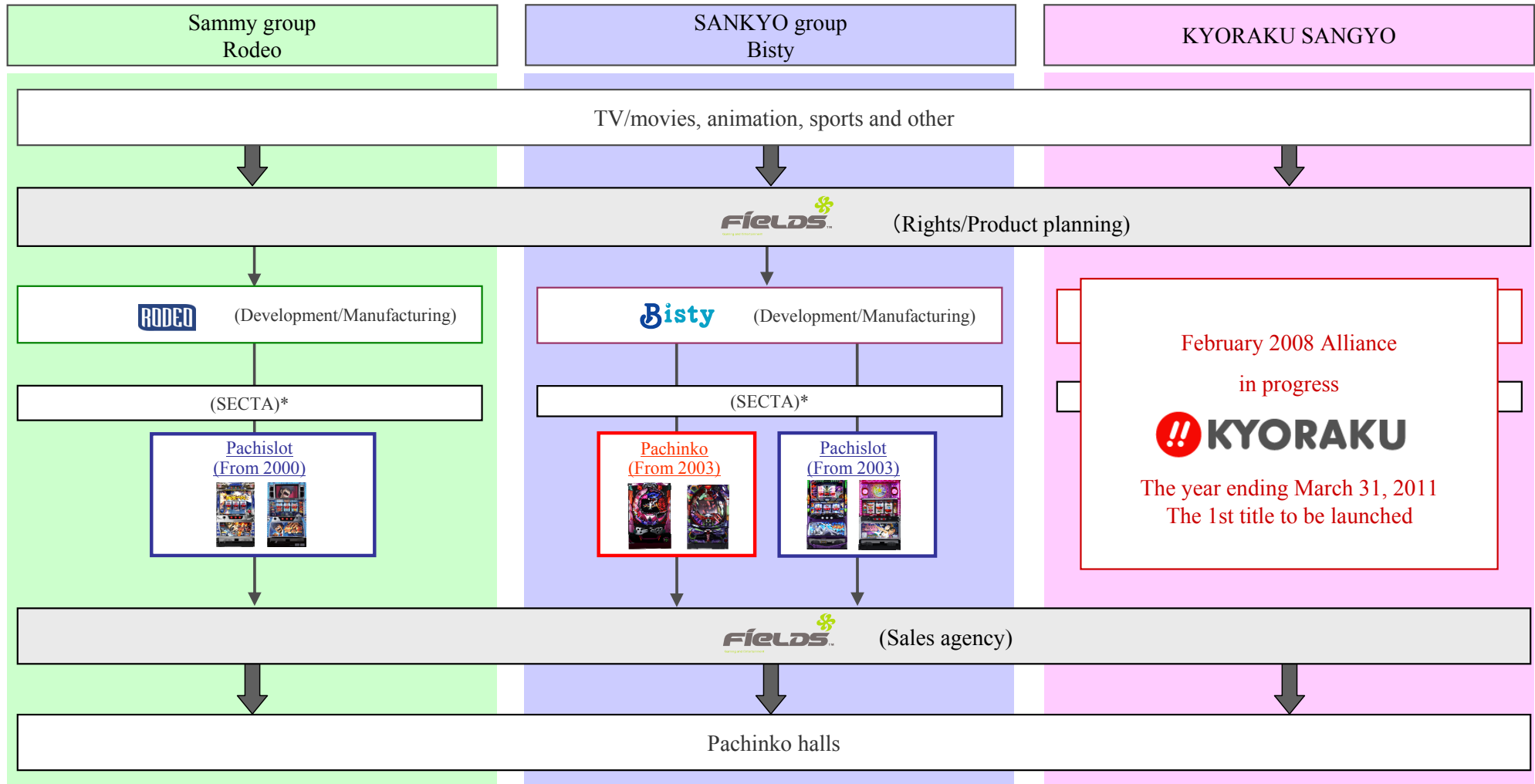
* investment

Business Model (PS Planning, Development and Sales)

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(As of September 30, 2010)

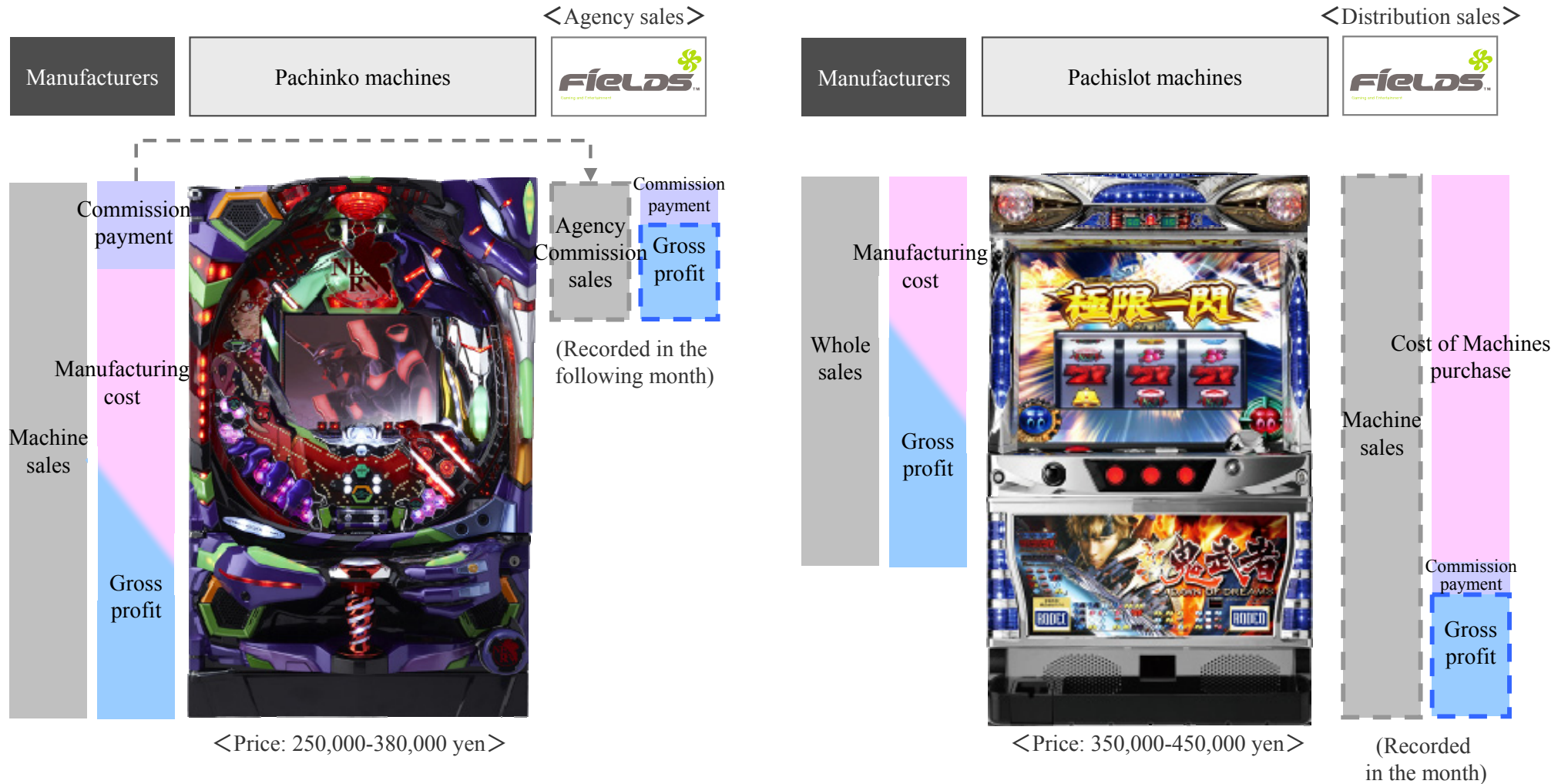


*Security Electronics Communications Technology Association

Accounting Method of Pachinko/Pachislot Sales (Image)

FIELDS CORPORATION

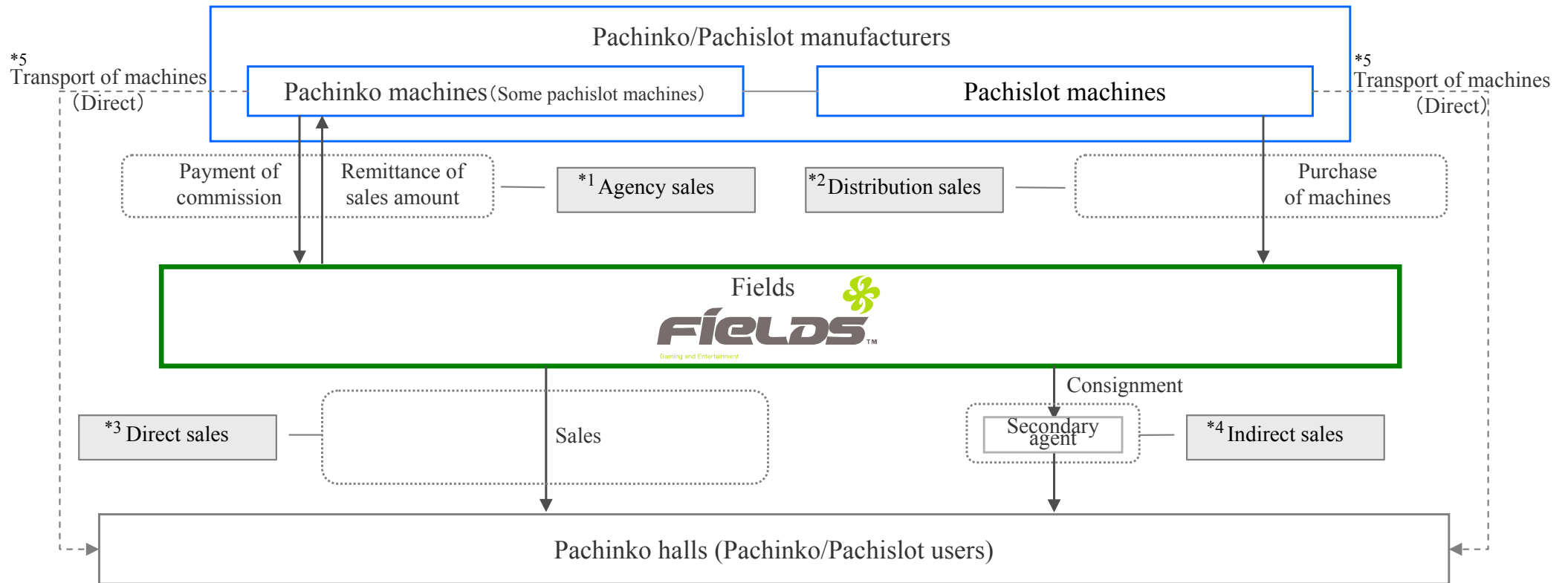
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Glossary of Fields' Pachinko/Pachislot Machine Sales

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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

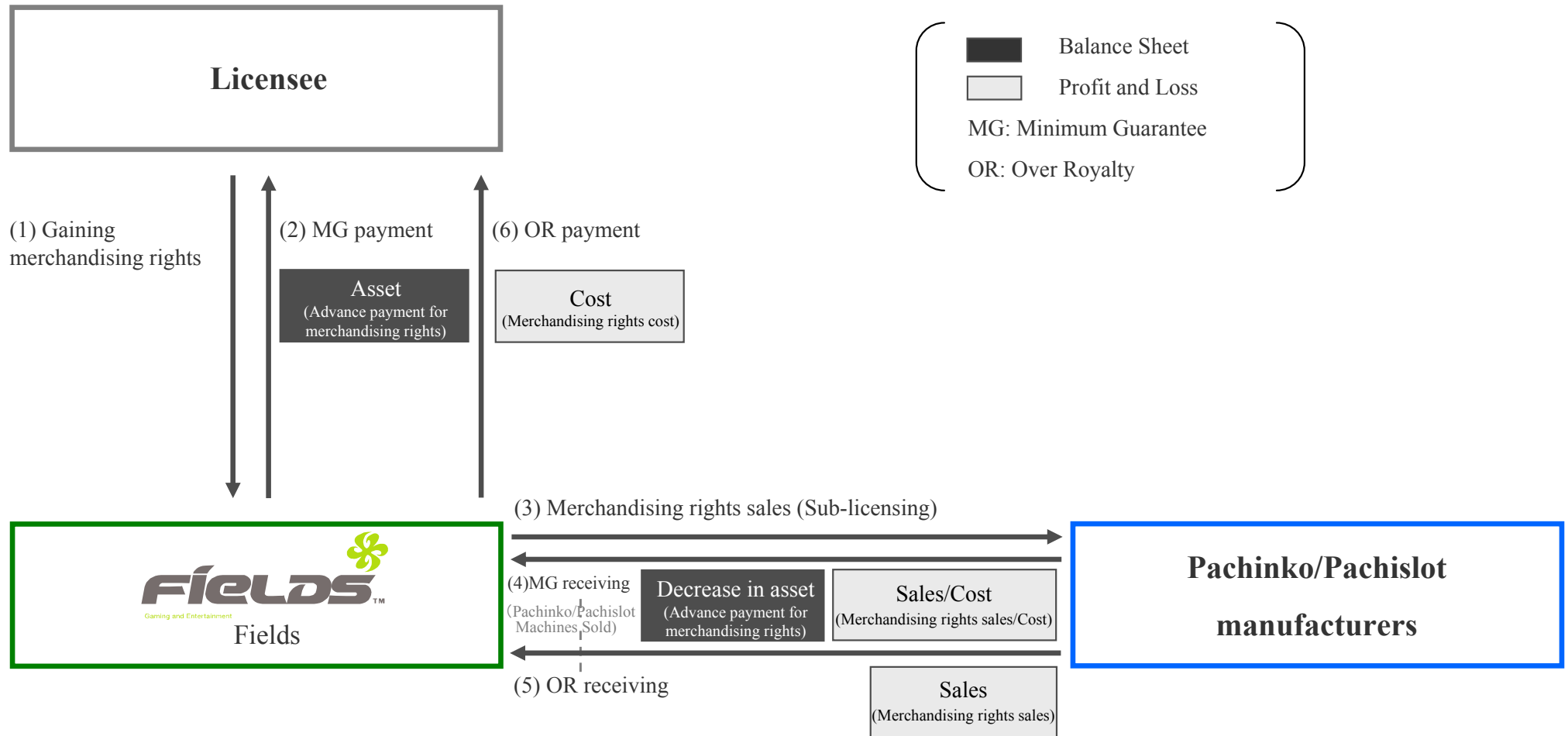
*5 Transport of machines : Direct transport of machines from manufacturers to Pachinko halls

□ 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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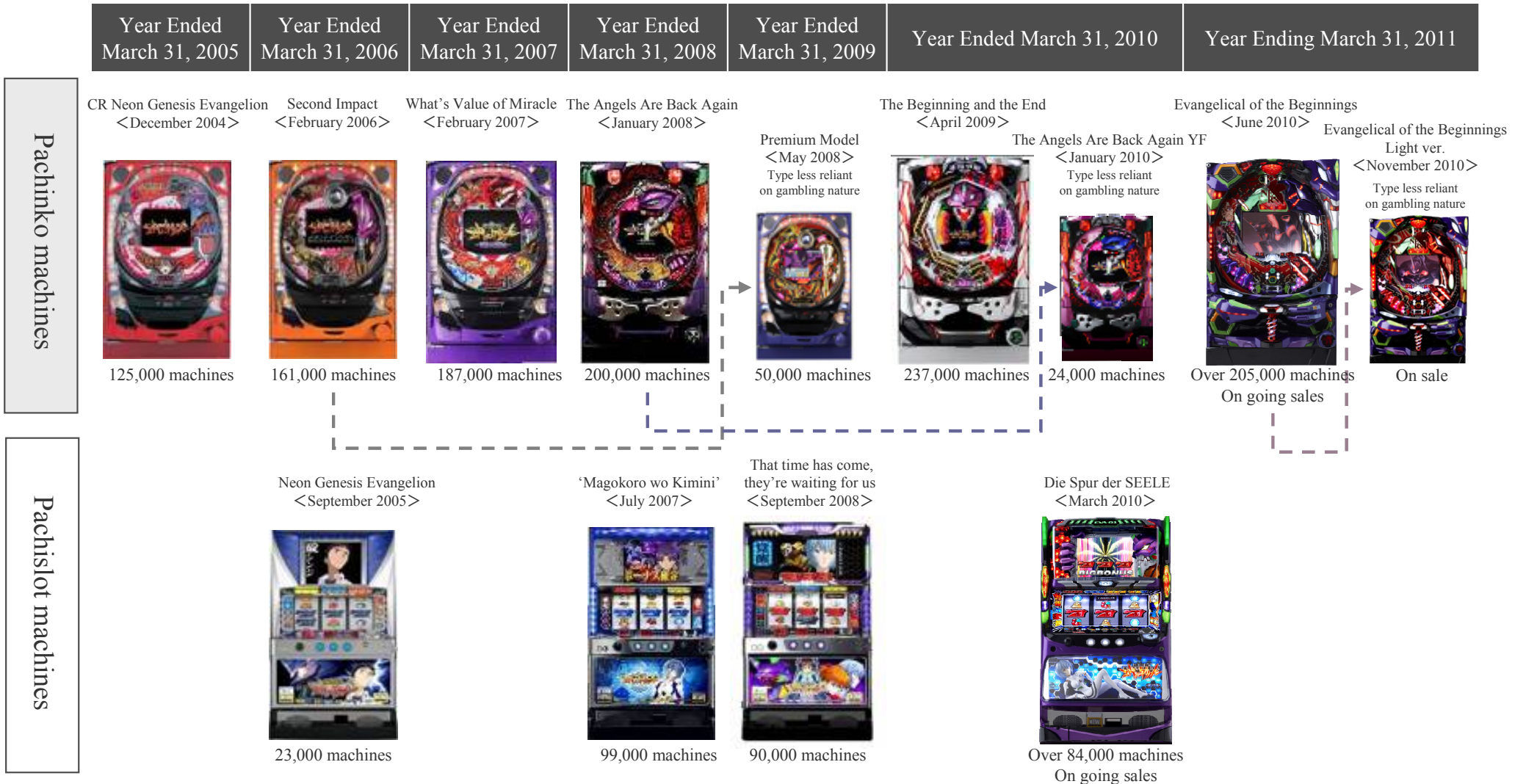
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Change of "Evangelion" Series

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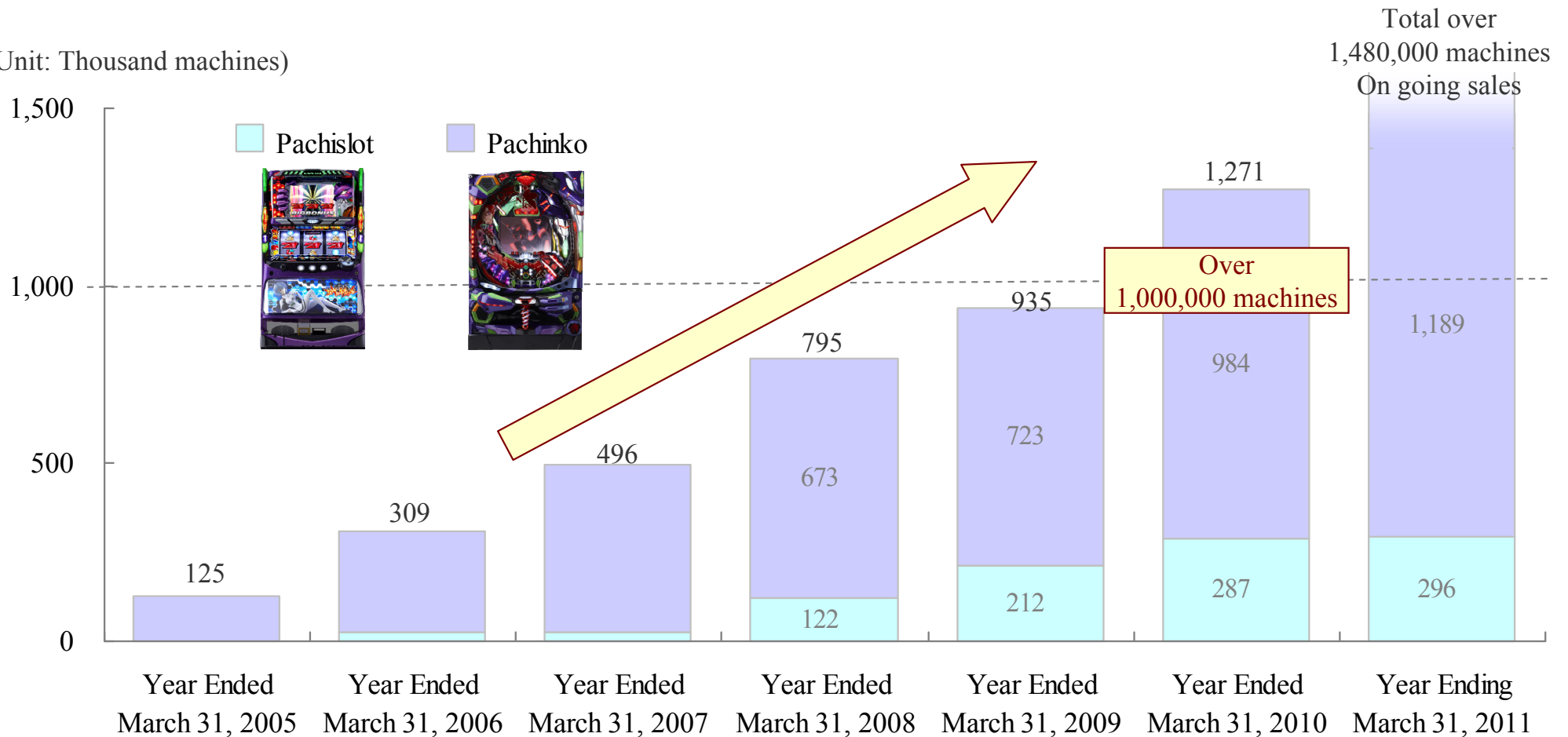
Total Sale Machines of Evangelion Series

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Planned and sold 6 pachinko and 4 pachislot titles since the year ended March, 2005
 Total sale exceeded **1 million** machines in the year ended March, 2010

(Unit: Thousand machines)



Introduction of Titles in Rodeo's 10th Anniversary Series

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Rodeo's 10th anniversary: Launched a series of classic pachislot titles and to be released.

1st Onimusha: Dawn of Dreams

2nd Gamera

3rd Ore no Sora—Spirit of Young Justice



2005
Onimusha 3



2000
Gamera



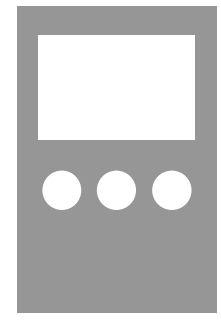
2001
Oo-Gamera



2006
Ore no Sora



Coming
Next !



Released in March 2010

Released in June 2010

Released in December 2010

Next

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

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(Unit: Machines)

	Year Ended March 31, 2006			Year Ended March 31, 2007			Year Ended March 31, 2008			Year Ended March 31, 2009			Year Ended March 31, 2010			Year Ending March 31, 2011		
	1st Half	2nd Half	Full-Year	1st Half	2nd Half	Full-Year	1st Half	2nd Half	Full-Year	1st Half	2nd Half	Full-Year	1st Half	2nd Half	Full-Year	Q1	Q2	1st Half
Number of machines sold	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	175,736	449,880	105,538	187,590	293,128
Sales ratio																		
Pachinko	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	64,450	330,734	64,892	161,728	226,620
	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%	36.7%	73.5%	61.5%	86.2%	77.3%
Pachislot	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	111,286	119,146	40,646	25,862	66,508
	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%	63.3%	26.5%	38.5%	13.8%	22.7%
Agency/Distribution sales ratio																		
Agency sales	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	67,177	322,747	65,441	162,601	228,042
	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%	38.2%	71.7%	62.0%	86.7%	77.8%
Distribution sales	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	108,559	127,133	40,097	24,989	65,086
	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%	61.8%	28.3%	38.0%	13.3%	22.2%
Direct/Indirect sales ratio																		
Direct sales	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	145,626	367,147	87,390	151,946	239,336
	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%	82.9%	81.6%	82.8%	81.0%	81.6%
Indirect sales	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	30,110	82,733	18,148	35,644	53,792
	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%	17.1%	18.4%	17.2%	19.0%	18.4%

Titles of Pachinko Machines Sold (2002.03-2010.03)

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(Unit: Machines)

	Sammy	Sold	Bisty	Sold	Olympia	Sold
2010.03			CR Neon Genesis Evangelion—The Beginning and the End	230,000		
			CR Iron Chef	-		
			CR GTO	-		
			CR Neon Genesis Evangelion—The Angels Are Back Again YF	23,000		
			CR Shimizu no Jirocho—The Bonds of Life	-		
2009.03	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		
2008.03	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	-		
2007.03	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	-		
			CR Shin Sangoku Musou	27,000		
2006.03	CR Sakigake!! Otoko Juku	29,000	CR Neon Genesis Evangelion: Second Impact	161,000		
	CR Super Jetter	-	CR Ashita ga arusa Yoshimoto World	38,000		
	CR Azumi	-	CR Marilyn Monroe	39,000		
	CR K-1 PREMIUM Dynamite!!	-	CR Iijima Naoko no Casino Bisty	21,000		
			CR Daimajin	10,000		
2005.03	CR Ore no Sora	30,000	CR Kahara Tomomi to Minashigo Hatchi	41,000		
	CR Bakumatsu no kaze	13,000	CR Neon Genesis Evangelion	124,000		
	CR LINDA	25,000	CR Circuit e ikou!	11,000		
			CR FEVER TWINS	-		
2004.03	CR Rikidozan	40,000	CR FEVER KUNG-FU GAL	14,000		
	CR Sonic	27,000				
	CR CITY HUNTER	36,000				
	CR Ume Matsu Paradise	24,000				
2003.03	CR GEN JU HAOU	13,000				
2002.03	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 1,000.

Titles of Pachislot Machines Sold (2001.03-2010.03)

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(Unit: Machines)

	Rodeo	Ssold	Bisty	Sold	Olympia	Sold
2010.03	Onimusha: Dawn of Dreams	27,000	Saturday Night Fever	-	Aim for the Ace!	-
	Hono-no Nekketsu Kyoshi	-	Neon Genesis Evangelion—Die Spur der SEELE	75,000	I am KONISHIKI	-
2009.03	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	-				
2008.03	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				
2007.03	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		
			Lord of the Rings	-		
2006.03	Ore no Sora	125,000	Neon Genesis Evangelion	23,000	Geronimon S	-
	Dokonjo Gaeru	-				
2005.03	Onimusha 3	120,000	Dai Yamato	12,000	Mezase Dokidoki Zima	-
	Kaiji	29,000	Fever Natsumatsuri	-		
	Umematsu Dynamite Wave!	36,000				
2004.03	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				
2003.03	KAZENOYOUJINBOU	53,000				
	SNOW KING	-				
	Salaryman Kintaro S	-				
	CLUB RODEO T	43,000				
2002.03	Ginginmaru	31,000				
	Ichigeki Teio 2	17,000				
	Salaryman Kintaro	118,000				
	DOUBLE CHALLENGE	31,000				
2001.03	Oo-Gamera	32,000				
	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 1,000.

CSR Activities

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Basic approach to CSR

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

Topic 1	Introduction of Eco-Car
Object	Sales cars : 209
Duration	September 2009-June 2012
Effect	Reduction in CO2 by 480t a year (Equivalent to CO2 absorption of 30,000 cedar trees)

Topic 2	Charity golf tournament support
“THE LEGEND CHARITY PRO-AM TOURNAMENT”	
Date	May 8-9, 2010
Details	Proceeds 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

Topic 3	Renewed ISO27001, ISO9001
Information security management system	
ISO27001	August ,2010 Certification renewed
ISO9001	July, 2010 Transition to ISO9001 :2008
Details	Upgrading of information security management system Continuous improvement of quality management

Topic 4	Establishment of Okinawa working center
Activities	Employs people with disabilities in Okinawa to promote the employment for the people with disabilities Keeps the social responsibility through offering the employment opportunities and a comfortable working place to people with disabilities
Establishment Date	1 April, 2010 (Opening ceremony: 5 April, 2010)
Business Activities	Business of data imputing, etc of office related matters

Topic 5	Active participation in volunteer
Eco-activities through joining Cleanup Campaign	
(I)	Joined “Cleanup Campaign at Kugenuma beach” organized by JEAN
(II)	Joined “Shibuya town cleanup regulation enlightening campaign Oct, 5 ” organized by Shibuya ward

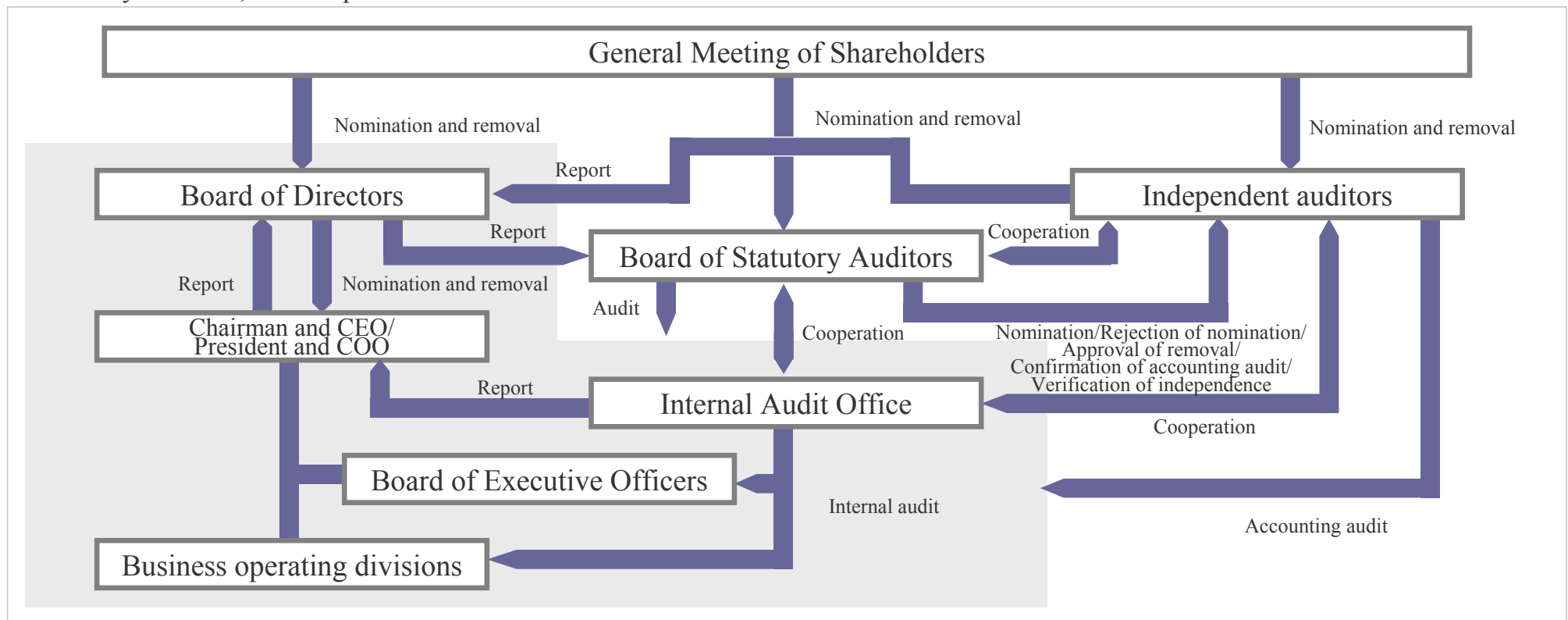
Corporate Governance System

FIELDS CORPORATION

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Basic approach to corporate governance

Fields Corporation has identified its corporate philosophy as providing “The Greatest Leisure for All People,” and has established a basic management policy of continuously enhancing corporate value. To realize this basic policy, enabling corporate governance system functions is considered to be one of our key management issues. We enhance our corporate governance system by advancing reforms in our management structures and institutions specifically within the framework of the Board of Directors, the Board of Statutory Auditors, the Independent Auditor and the Board of Executive Officers.



Profit Return Policy

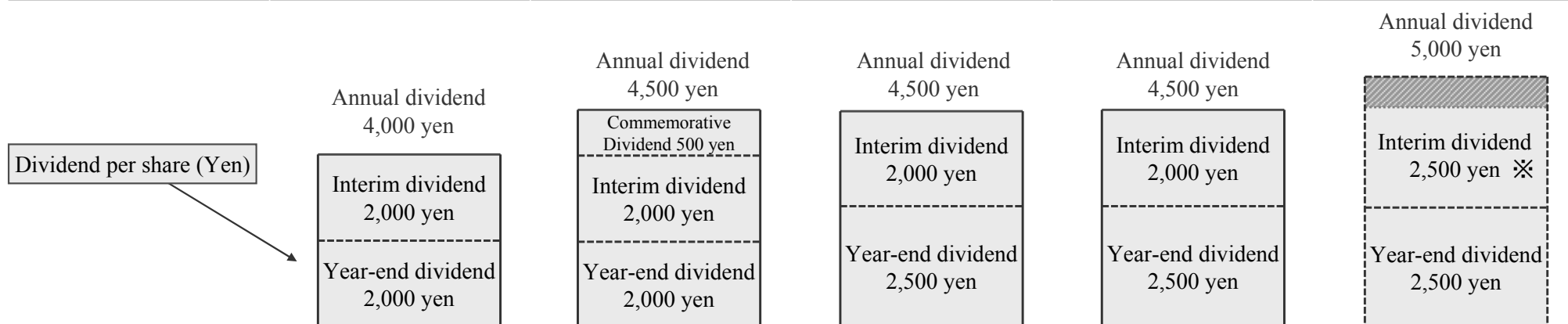
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Basic policy: Profit-based dividend / Consolidated payout ratio standard: Higher than 20%

(Unit: Million yen)

	Year Ended March 31, 2007	Year Ended March 31, 2008	Year Ended March 31, 2009	Year Ended March 31, 2010	Year Ending March 31, 2011 Forecast
Net income	3,710	5,296	(1,481)	3,289	7,000
Total dividend	1,388	1,561	1,534	1,503	1,660
Payout ratio (%)	37.4	29.5	-	45.9	23.7
Total number of outstanding common stock (excluding treasury stock)	347,000	347,000	347,000	347,000	347,000
As of 1st Half (excluding treasury stock)	347,000	347,000	347,000	336,357	332,115
As of Full-Year (excluding treasury stock)	347,000	347,000	336,357	332,115	332,115



* Revisions to the full year forecast have been made as of November 4, 2010.

※ Interim dividends have increased as of November 4, 2010.

Financial Highlights

FIELDS CORPORATION

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Key financial data(unit: Million yen)	Non-Consolidated				Consolidated									
	1999.03	2000.03	2001.03	2002.03	2003.03	2004.03	2005.03	2006.03	2007.03	2008.03	2009.03	2010.03	2011.03 H1	
Net sales	11,811	10,017	11,496	34,560	61,888	66,211	81,658	96,814	85,321	101,818	73,035	66,342	43,012	
Gross profit	2,827	3,381	5,368	12,703	15,992	21,578	24,752	29,737	29,248	34,544	24,024	26,889	18,991	
Operating Income	138	768	1,700	5,730	6,781	11,866	12,097	12,348	8,944	13,158	1,960	8,124	9,182	
Ordinary income	107	726	1,681	5,664	7,022	12,209	12,480	13,127	9,202	11,705	991	7,761	9,503	
Net income	34	262	583	3,041	3,524	6,620	6,926	7,085	3,710	5,296	(1,481)	3,289	5,428	
Common stock	10	10	116	530	1,295	1,295	7,948	7,948	7,948	7,948	7,948	7,948	7,948	
Net assets	23	286	1,069	3,883	8,752	14,507	33,426	39,411	42,836	46,331	39,496	41,187	45,709	
Total assets	5,388	6,199	6,211	18,631	17,090	37,115	72,584	87,556	66,081	69,168	52,064	81,329	67,265	
Cash flows from operating activities	-	-	1,105	4,525	3,316	851	2,965	6,164	5,293	11,127	4,147	8,429	11,199	
Cash flows from investing activities	-	-	269	(724)	(2,253)	(3,190)	(5,257)	(2,224)	(4,772)	(14,604)	(6,182)	(1,011)	(2,738)	
Cash flows from financing activities	-	-	(920)	2,004	(2,454)	2,029	10,177	(1,540)	1,488	(1,384)	602	(2,687)	(2,580)	
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	15,906	21,782	
Indicators per share (Yen)														
Net assets per share	119,690	1,430,535	461,122	1,325,324	268,600	89,305	96,026	113,275	118,487	128,201	117,326	123,645	137,020	
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 2,000 Year-end dividend 2,000	Interim dividend 2,000 Year-end dividend 2,000	Interim dividend 2,000 Year-end dividend 2,000	Interim dividend 2,000 Year-end dividend 2,000	Commemorative dividend 4,500 Interim dividend 500 Year-end dividend 2,000	Interim dividend 2,000 Year-end dividend 2,500	Interim dividend 2,000 Year-end dividend 2,500	Interim dividend 2,000 Year-end dividend 2,500
Net income per share	174,211	1,310,844	2,075,024	1,275,256	117,233	40,465	19,888	20,118	10,692	15,263	(4,271)	9,796	16,344	
Management indicators (%)														
Shareholders' equity ratio	0.4	4.6	17.2	20.8	51.2	39.1	46.0	45.0	62.2	64.3	75.8	50.5	67.7	
Return on equity (ROE)	534.6	169.1	86.0	122.8	55.9	56.9	28.9	19.5	9.2	12.4	(3.5)	8.2	-	
Return on assets (ROA)	2.2	12.6	27.1	45.6	39.3	45.1	22.8	16.4	12.0	17.3	1.6	11.6	-	
Payout ratio	-	-	6.0	7.8	7.9	20.1	⁽¹⁾ 20.7	20.3	⁽²⁾ 37.4	⁽²⁾ 29.5	-	⁽²⁾ 45.9	-	
(1) Payout ratio for the year ended March 2004 was computed including a commemorative dividend (2) Consolidated payout ratio														
Other														
Total number of shares issued and outstanding (shares) ₍₃₎	200	200	2,320	2,930	32,300	161,500	347,000	347,000	347,000	347,000	347,000	347,000	347,000	
Treasury stock (shares)	-	-	-	-	-	-	-	-	-	-	10,643	14,885	14,885	
Number of employees (people)	166	210	319	323	460	651	758	901	1,022	1,077	827	909	1,102	

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

Change in Quarterly Profit and Loss (Consolidated)

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(Unit: Million yen)

	Year Ended March 31, 2009					Year Ended March 31, 2010					Year Ending March 31, 2011	
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2
Net sales	7,321	34,269	23,461	7,984	73,035	16,038	5,406	3,077	41,821	66,342	21,344	21,668
Gross profit	2,114	12,408	8,179	1,323	24,024	12,402	707	888	12,892	26,889	7,663	11,328
SG&A expenses	5,426	5,843	5,350	5,444	22,063	3,877	3,845	4,906	6,136	18,764	5,314	4,495
Operating income	(3,312)	6,564	2,830	(4,122)	1,960	8,524	(3,138)	(4,018)	6,756	8,124	2,348	6,834
Ordinary income	(3,161)	6,184	2,581	(4,613)	991	8,519	(3,468)	(3,961)	6,671	7,761	2,518	6,985
Net income	(2,289)	3,134	809	(3,135)	(1,481)	4,711	(2,530)	(2,454)	3,562	3,289	1,477	3,951

	Year Ended March 31, 2006					Year Ended March 31, 2007					Year Ended March 31, 2008				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	24,418	11,328	8,211	52,857	96,814	25,362	21,760	17,022	21,177	85,321	24,234	40,414	12,837	24,333	101,818
Gross profit	5,925	3,440	4,337	16,035	29,737	7,570	6,480	5,282	9,916	29,248	6,763	10,681	3,836	13,264	34,544
SG&A expenses	3,667	4,235	4,440	5,047	17,389	4,393	4,936	5,306	5,668	20,303	4,440	5,181	5,671	6,093	21,385
Operating income	2,257	(795)	(103)	10,989	12,348	3,176	1,544	(24)	4,248	8,944	2,322	5,500	(1,834)	7,170	13,158
Ordinary income	2,667	(861)	(52)	11,373	13,127	3,413	1,567	61	4,161	9,202	2,627	4,837	(1,964)	6,205	11,705
Net income	1,464	(503)	(278)	6,402	7,085	1,658	567	70	1,415	3,710	1,156	1,921	(816)	3,035	5,296

Change in Quarterly Profit and Loss (Non-Consolidated)

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(Unit: Million yen)

	Year Ended March 31, 2009					Year Ended March 31, 2010					Year Ending March 31, 2011	
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2
Net sales	3,950	30,407	16,673	2,113	53,143	14,905	4,328	1,739	40,385	61,357	18,310	18,695
Gross profit	2,090	11,417	5,777	146	19,430	11,901	332	232	12,028	24,493	6,542	10,137
SG&A expenses	3,569	4,304	3,748	3,990	15,611	3,277	3,243	4,043	5,312	15,875	4,166	3,316
Operating income	(1,478)	7,111	2,029	(3,844)	3,818	8,623	(2,911)	(3,811)	6,717	8,618	2,375	6,821
Ordinary income	(1,721)	7,218	4,153	(3,808)	5,842	8,761	(2,900)	(3,693)	6,662	8,830	2,505	6,911
Net income	(948)	4,177	2,173	(4,257)	1,145	5,119	(2,064)	(2,107)	3,575	4,538	1,362	3,984

	Year Ended March 31, 2006					Year Ended March 31, 2007					Year Ended March 31, 2008				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	23,301	9,776	5,157	50,017	88,251	22,756	18,385	12,032	18,141	71,314	21,094	37,641	6,600	17,423	82,758
Gross profit	5,479	2,766	2,985	15,338	26,568	6,720	5,631	3,956	8,843	25,150	5,757	9,813	2,385	10,533	28,488
SG&A expenses	3,032	3,506	3,486	4,047	14,071	3,441	3,932	3,888	4,889	16,150	3,226	3,779	4,149	4,700	15,854
Operating income	2,447	(741)	(501)	11,292	12,497	3,279	1,698	69	3,953	8,999	2,531	6,034	(1,765)	5,834	12,634
Ordinary income	2,696	(714)	(474)	11,328	12,836	3,535	1,749	127	3,982	9,393	2,614	6,046	(1,779)	5,582	12,463
Net income	1,523	(314)	(389)	6,114	6,934	1,948	862	240	1,723	4,773	1,397	1,070	(1,151)	2,837	4,153

Change in Financial Results (Consolidated)

FIELDS CORPORATION

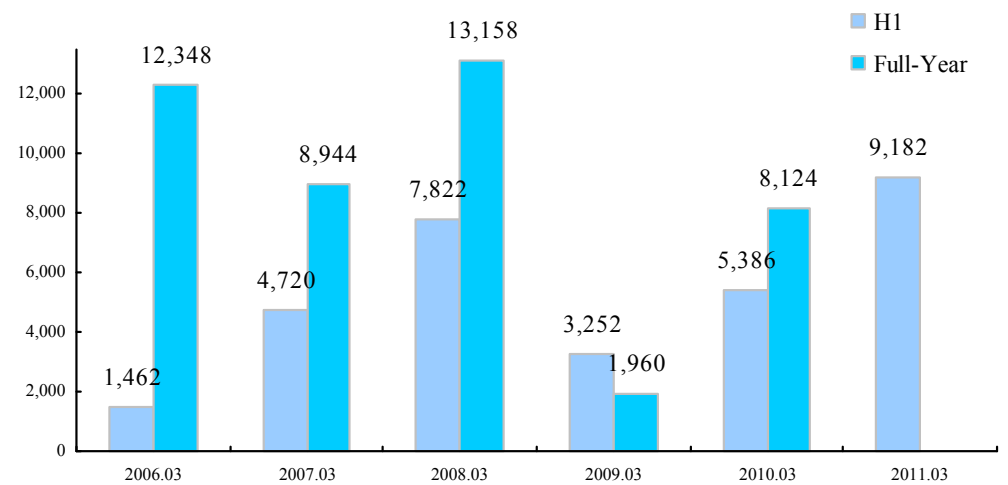
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(Unit: Million yen)

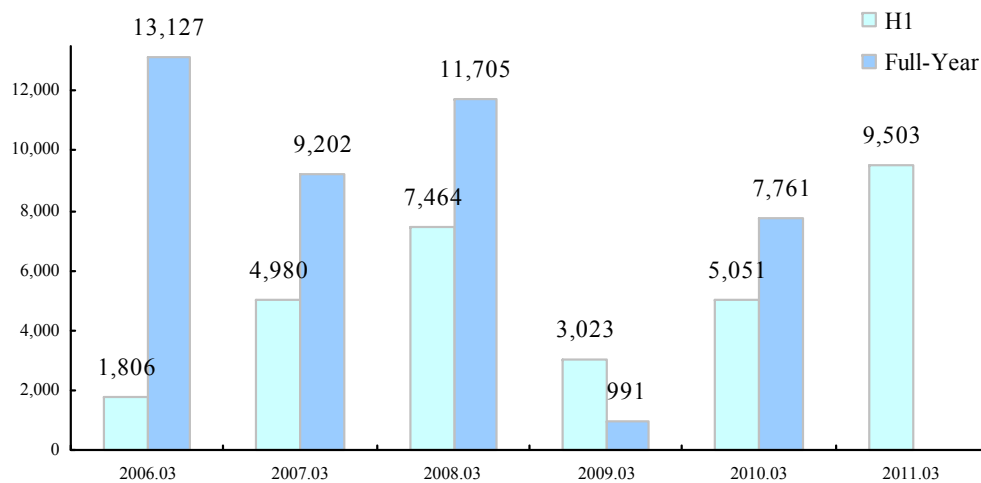
Net sales



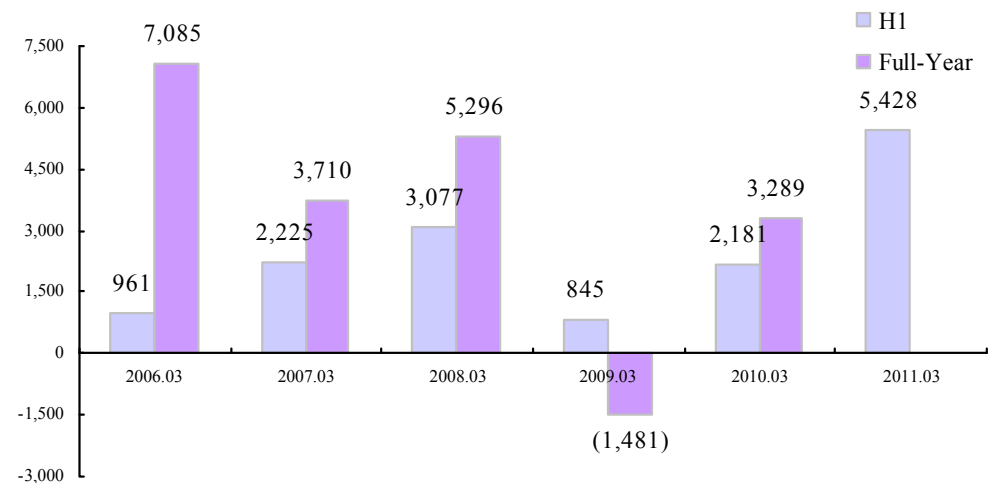
Operating income



Ordinary income



Net income



Change in Assets/Liabilities, Net Assets (Consolidated)

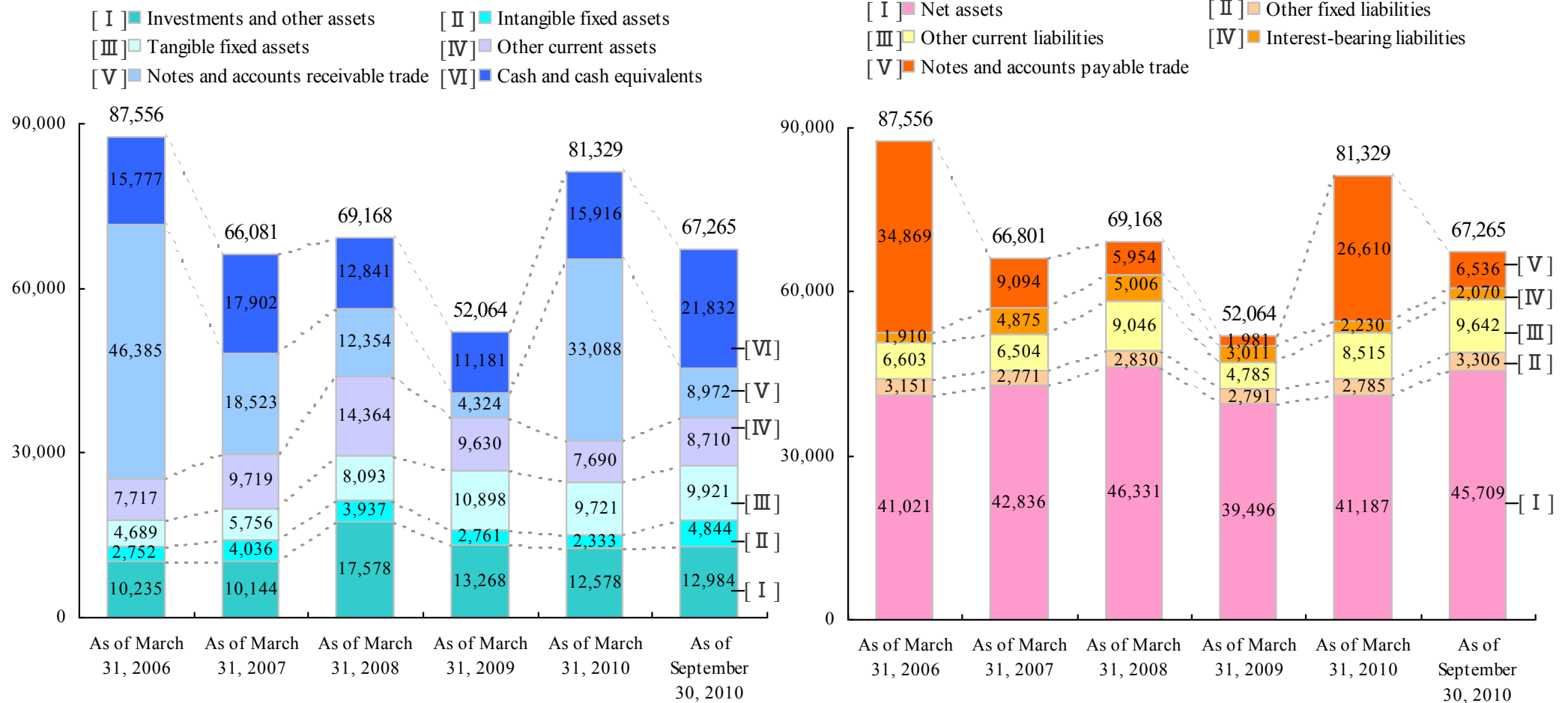
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(Unit: Million yen)

Change in assets

Change in liabilities/net assets



Note: Regarding net assets before March 31, 2006 the figure shows the total of the net assets and minority shareholders equity.

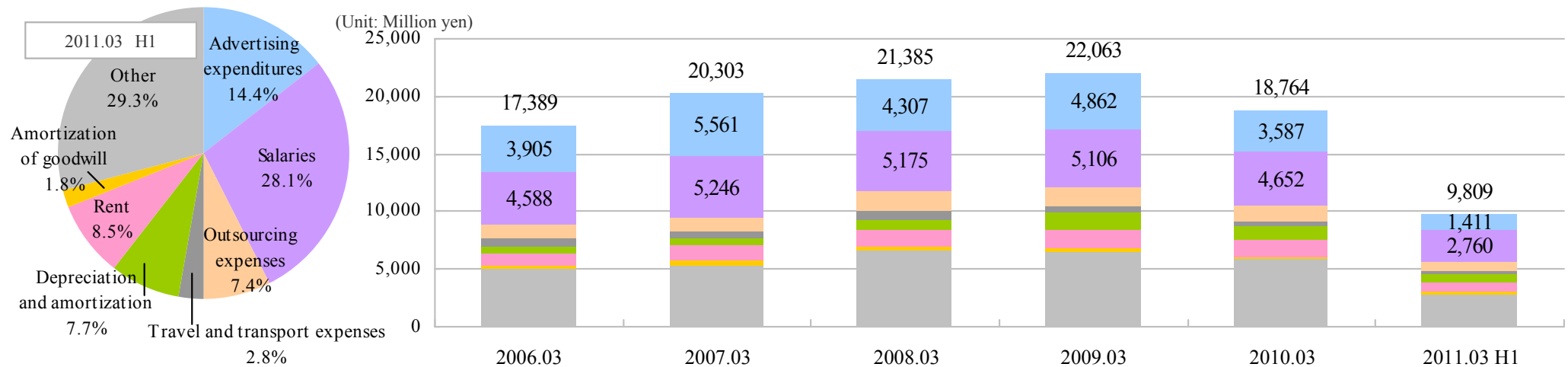
Change in Selling, General and Administrative Expenses (Consolidated)

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(Unit: Million yen)	2006.03	2007.03	2008.03	2009.03	2010.03	2011.03 H1
Advertising expenditures	3,905	5,561	4,307	4,862	3,587	1,411
Salaries	4,588	5,246	5,175	5,106	4,652	2,760
Provision for accrued bonuses	25	25	145	202	257	22
Provision for accrued bonuses to directors and auditors	-	98	128	245	135	120
Outsourcing expenses	1,277	1,180	1,878	1,532	1,373	730
Travel and transport expenses	622	660	662	596	469	270
Depreciation and amortization	576	622	977	1,534	1,175	756
Rent	1,087	1,244	1,460	1,608	1,475	836
Provision to allowance for doubtful accounts	114	71	150	29	249	-
Retirement benefit expenses	47	51	71	70	68	38
Amortization of goodwill	261	429	335	332	87	177
Other	4,887	5,116	6,097	5,947	5,237	2,689
Total SG&A expenses	17,389	20,303	21,385	22,063	18,764	9,809

■ Advertising expenditures
 ■ Salaries
 ■ Outsourcing expenses
 ■ Travel and transport expenses
 ■ Depreciation and amortization
 ■ Rent
 ■ Amortization of goodwill
 ■ Other



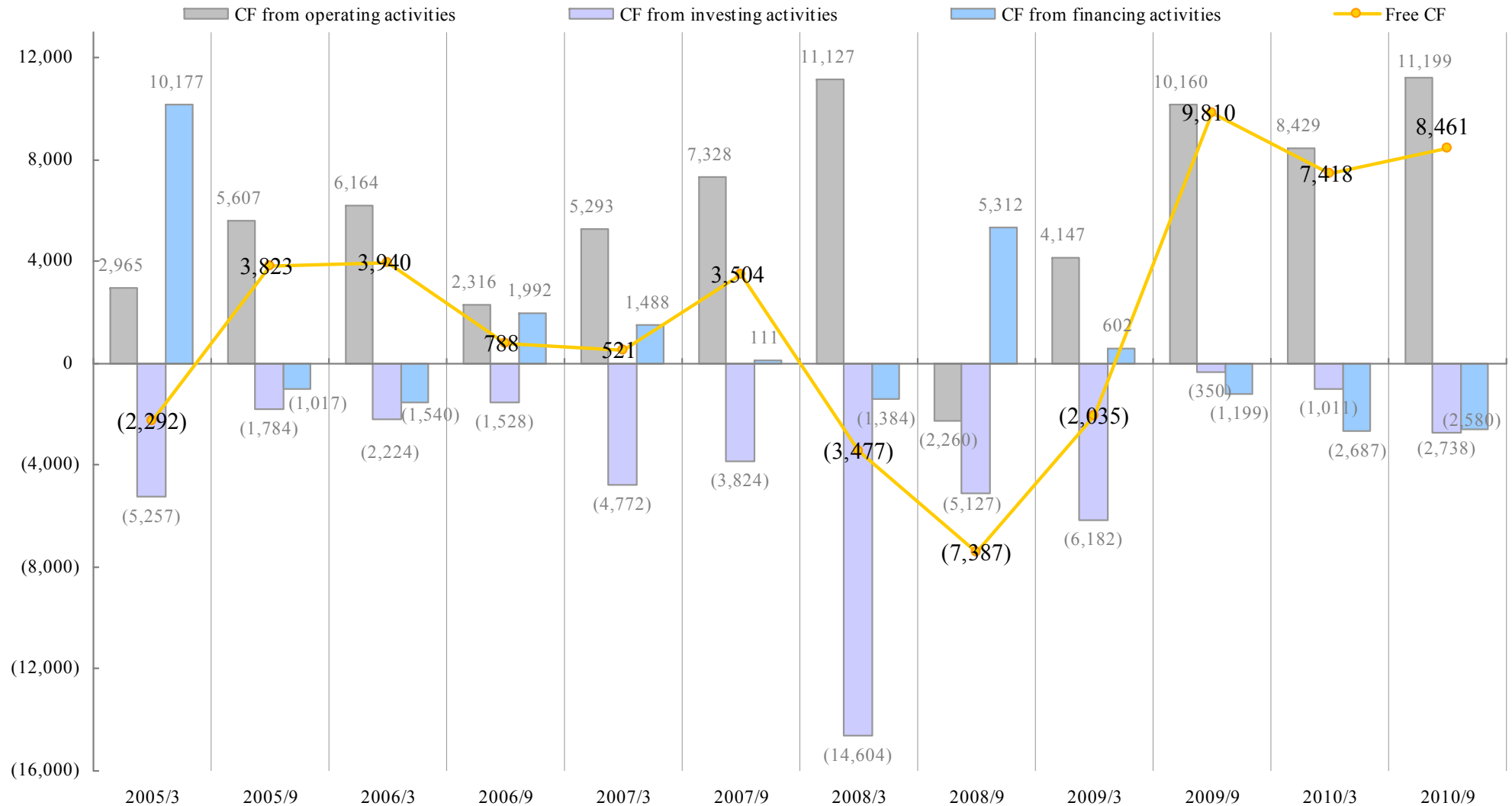
Change in Free Cash Flow

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*Free Cash Flow: Cash flow from operating activities and investing activities

(Unit: Million yen)



Appendix II (Market date)

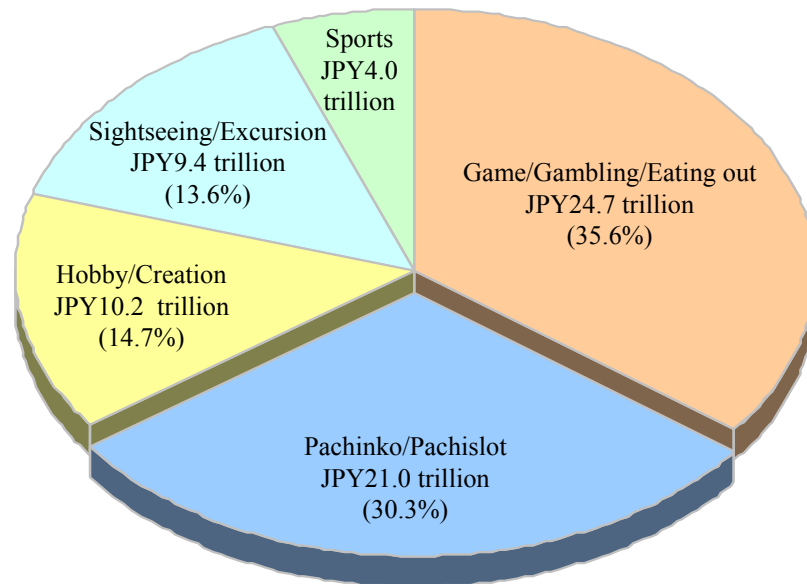
Japanese Leisure Market

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Market scale of pachinko/pachislot industry

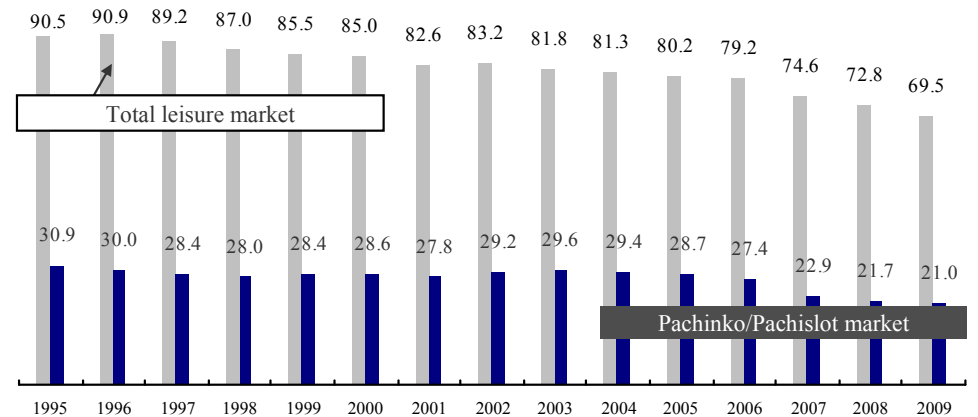
2009 Japanese leisure market - total size of JPY69.5 trillion



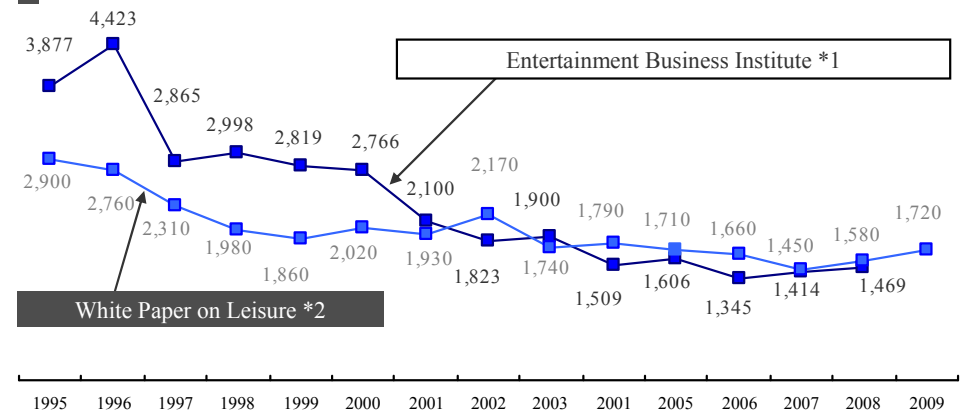
Pachinko/Pachislot is one of the leading forms of entertainment in Japan, being played by 13% of the population in one of 12,652 venues

Change in pachinko/pachislot market

(Unit: Trillion yen)



Change in number of pachinko/pachislot players



*1 Entertainment Business Institute has suspended the survey regarding number of pachinko/pachislot players since 2009.

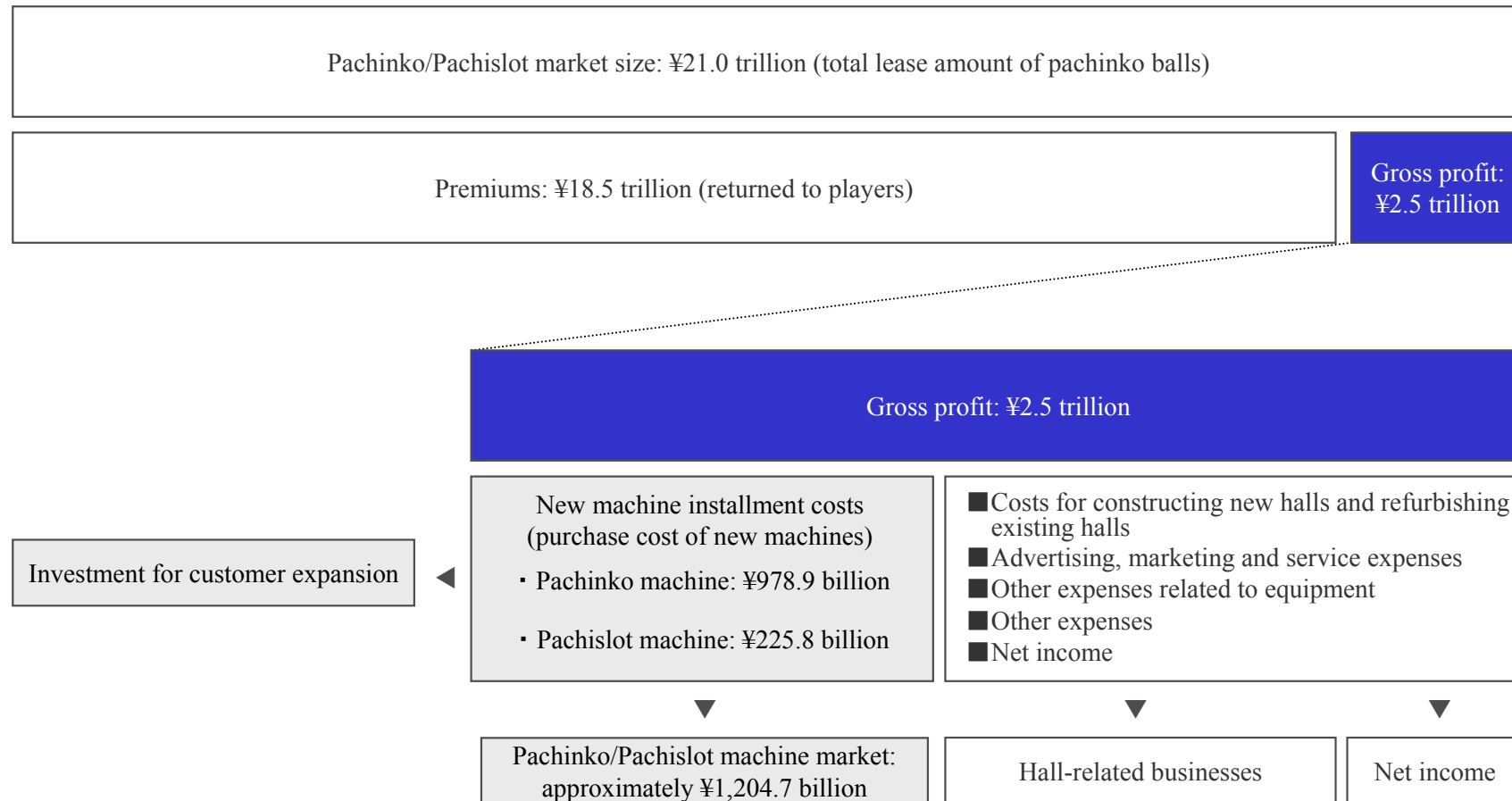
*2 "White Paper on Leisure" has changed the survey method to internet base survey since 2009.

Income Structure of Pachinko/Pachislot Industry (2009)

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Income structure of pachinko halls



Players in the Pachinko/Pachislot Industry

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Players

Machine manufacturers

(As of June 30, 2010)



- 33 pachinko machine manufacturers
- Over 60 pachislot machine manufacturers
- Regulated

Example: Sammy Corporation, SANKYO 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

Direct sales
40% for pachinko and 20% for pachislot

Distributors

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

Indirect sales
60% for pachinko and 80% for pachislot

Pachinko hall operators



- Around 12,652 in Japan (2009)
- Neighborhood 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, Gaia and Mars Engineering Corporation

Peripheral equipment manufacturers and others

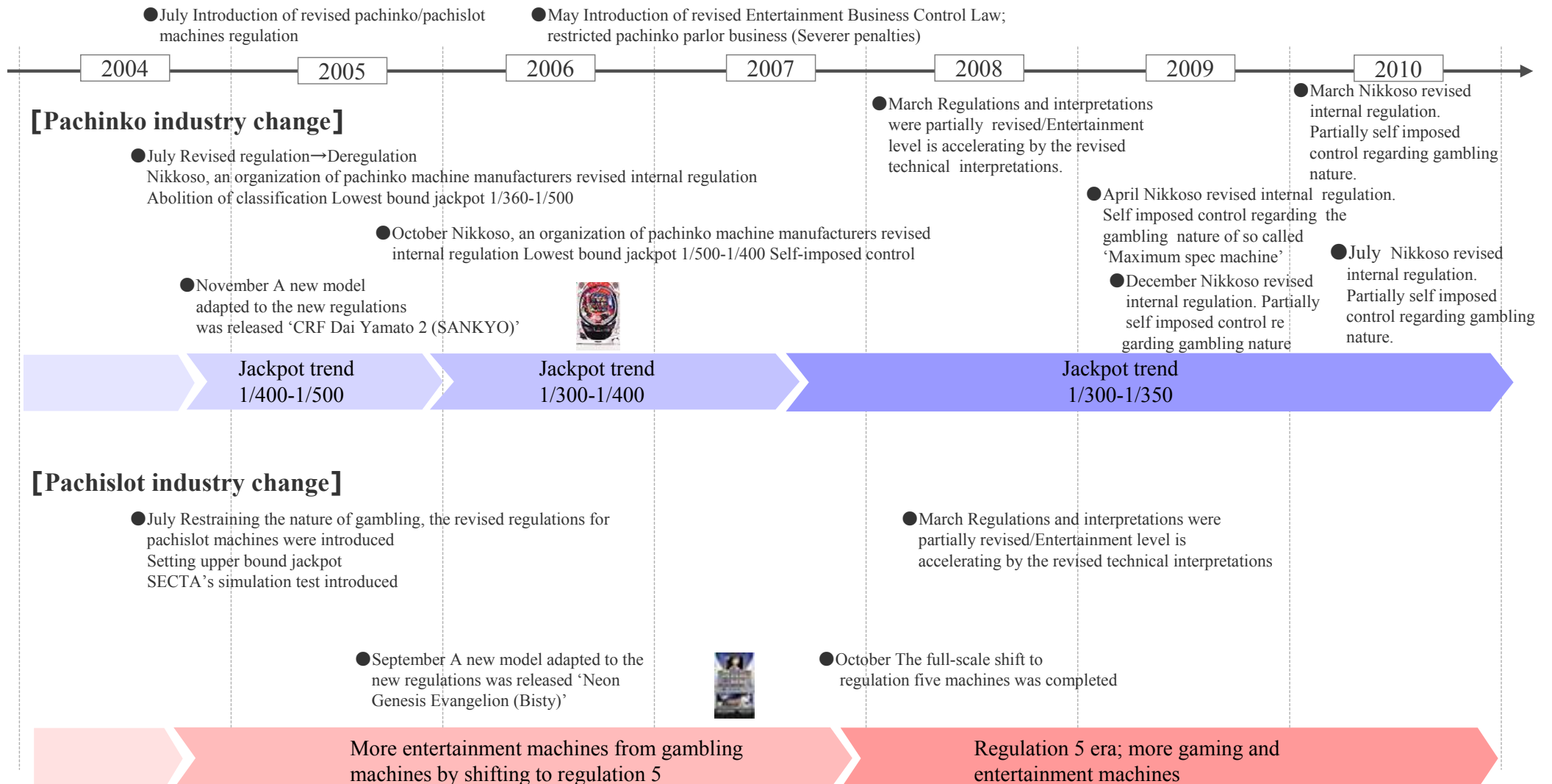
- Unit and pachinko hall computers
- Premiums, equipment and other items

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

Recent Trend of Pachinko/Pachislot Industry

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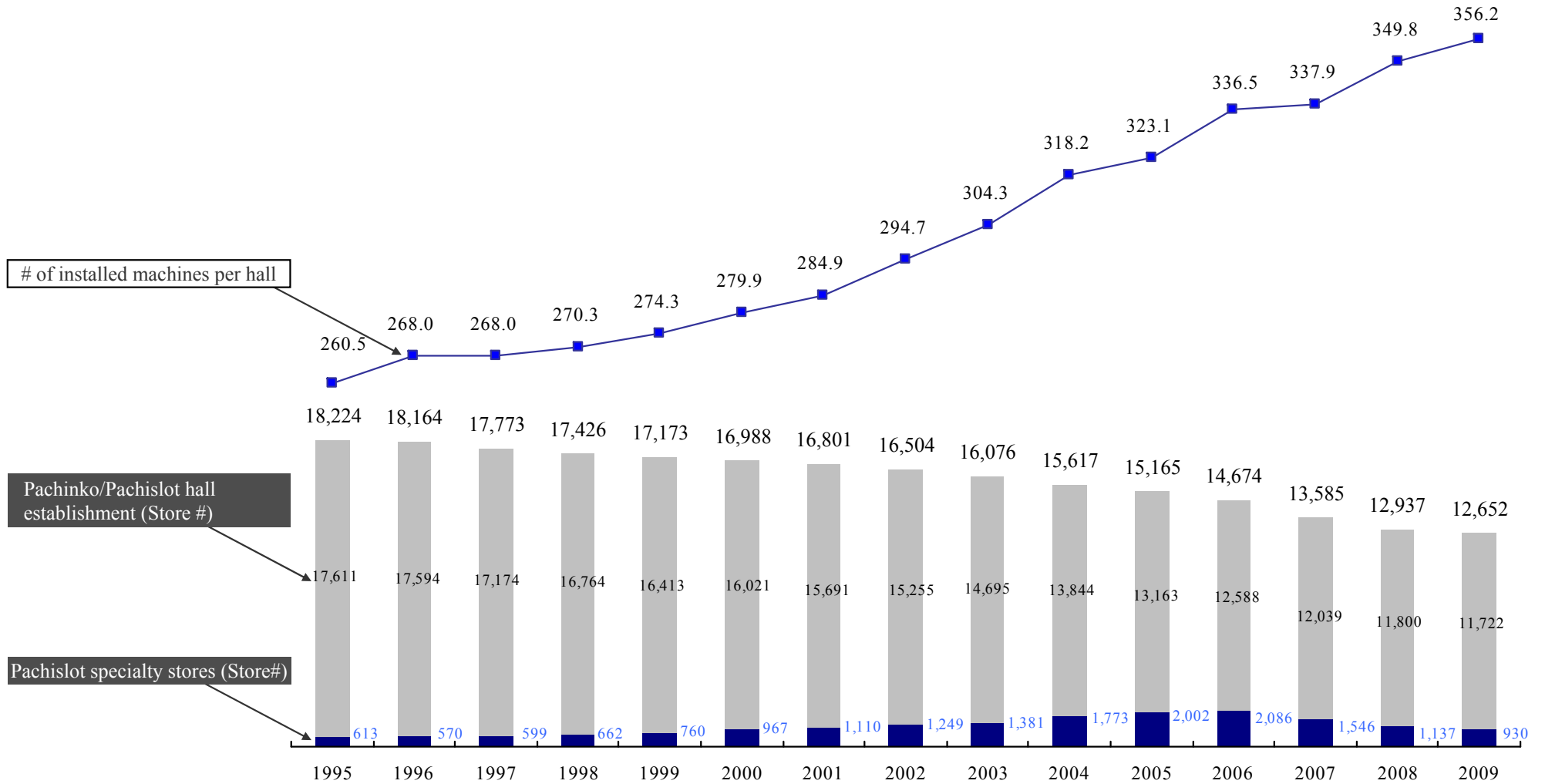
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Number of Pachinko Halls and Installed Machines Per Hall

FIELD'S CORPORATION

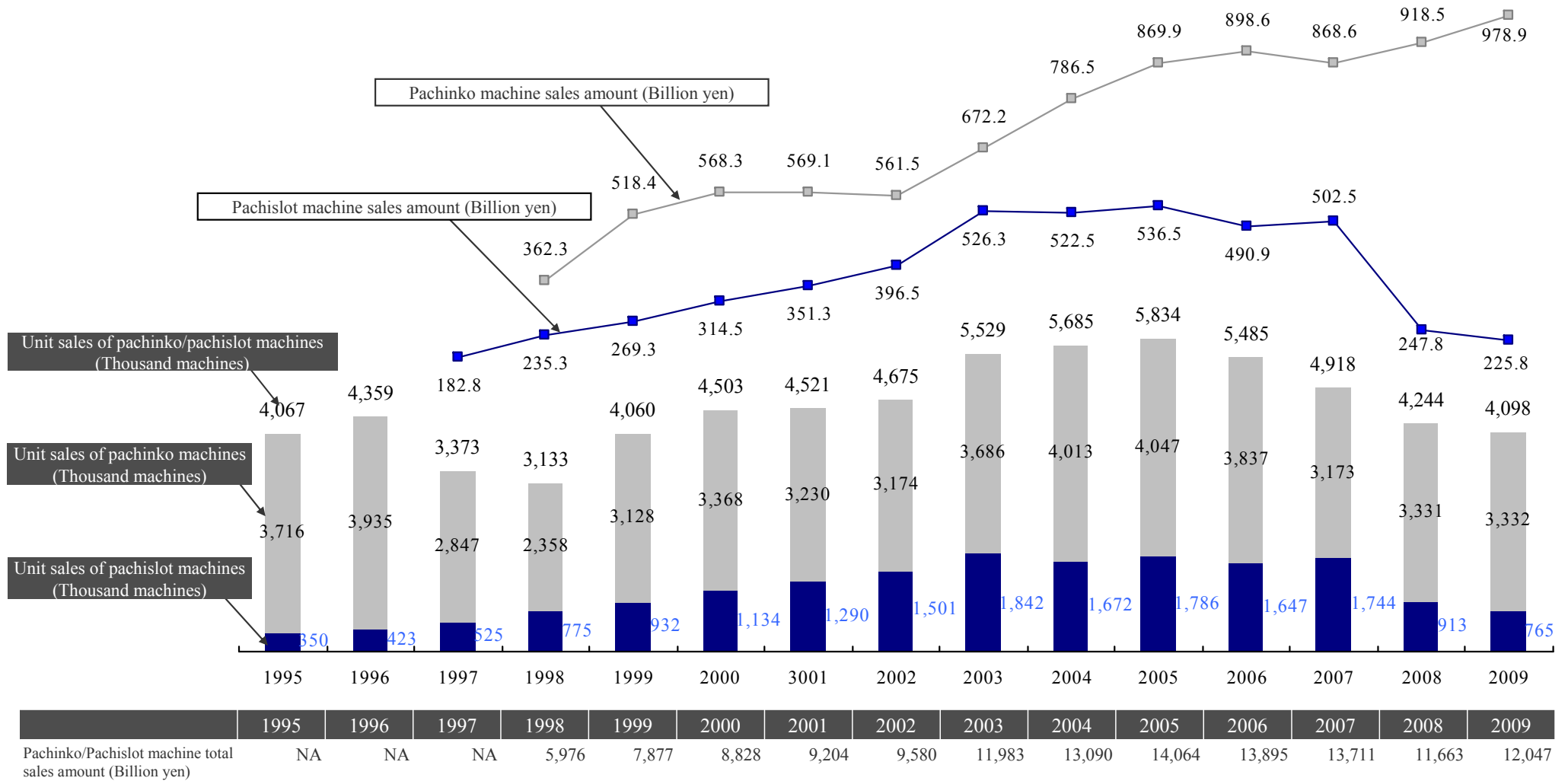
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Unit Sales and Sales Amount of Pachinko/Pachislot Machines

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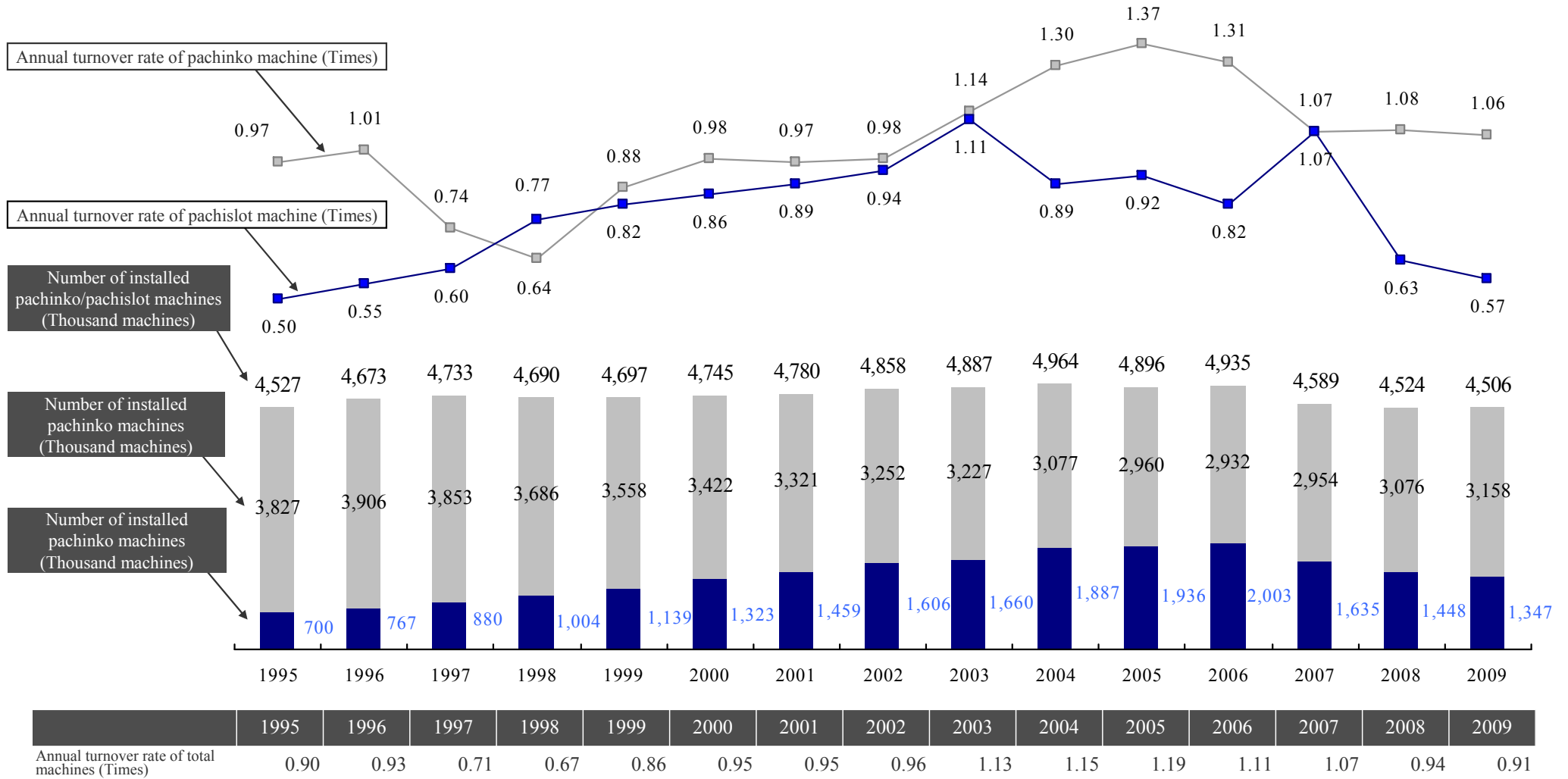
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Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate

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Market Share by Manufacturers

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Unit sales share -Pachinko machine

Ranking	2003		2004		2005		2006		2007		2008		2009	
	Manufacturer	Market share	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%	Sanyo	18.0%
2	SANKYO	16.4%	SANKYO	21.1%	SANKYO	18.2%	KYORAKU	20.9%	SANKYO	22.9%	SANKYO	13.6%	SANKYO	17.2%
3	Daiichi Shokai	9.5%	Heiwa	8.7%	KYORAKU	9.6%	SANKYO	16.7%	KYORAKU	16.1%	Sammy	11.8%	KYORAKU	12.8%
4	Heiwa	7.0%	Daiichi Shokai	7.6%	Newgin	7.9%	Newgin	6.6%	Newgin	6.4%	KYORAKU	10.5%	Newgin	11.9%
5	Sammy	6.7%	Newgin	6.9%	Sammy	7.1%	Daiichi Shokai	5.1%	Daiichi Shokai	5.3%	Newgin	10.5%	Sammy	10.8%

* 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		2009	
	Manufacturer	Market share	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%	Sammy	21.3%
2	Olympia	18.4%	Olympia	16.4%	Daito Giken	13.2%	Daito Giken	12.1%	Aruze	11.0%	SANKYO	14.6%	SANKYO	13.6%
3	Aruze	13.6%	Yamasa	8.9%	Heiwa/Olympia	10.4%	Heiwa/Olympia	10.9%	SANKYO	9.7%	Sammy	13.5%	Universal	13.1%
4	Yamasa	11.9%	Daito Giken	7.8%	Yamasa	8.4%	Yamasa	10.5%	Daito Giken	8.7%	Heiwa/Olympia	7.4%	Yamasa	9.5%
5	Daito Giken	4.8%	Aruze	4.6%	SANKYO	6.2%	Kita Denshi	9.4%	Yamasa	8.7%	Kita Denshi	6.5%	Kita Denshi	7.8%

* Sammy's sales share includes Rodeo, IGT, TRIVY, GINZA from 2006 and TAIYO ELEC from 2007

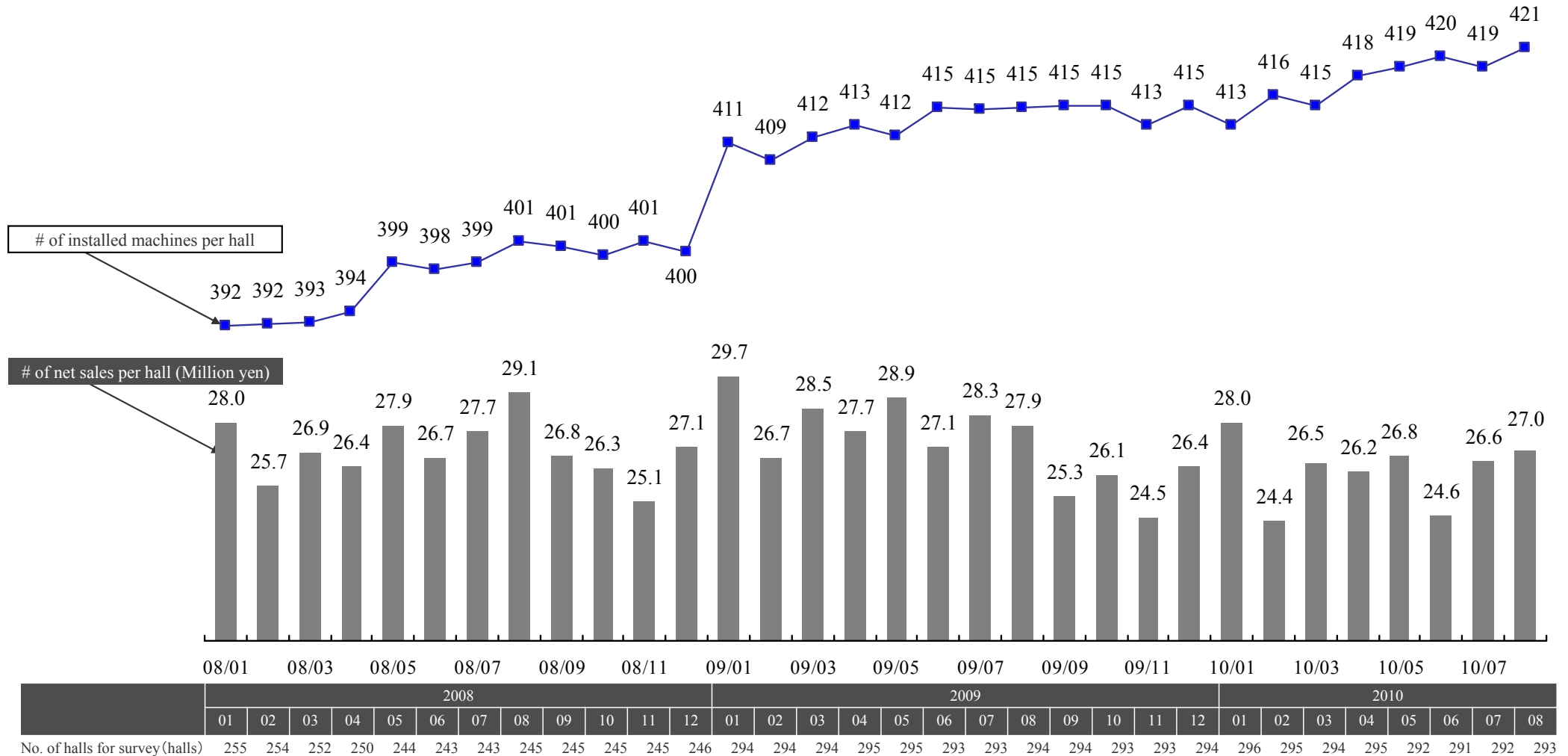
* SANKYO's sales share includes Bisty

* Aruze changed the company name to Universal Entertainment in 2009

* 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-



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

Reference: Notification of Our IR Site

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IR materials are available from our IR website, please visit us and utilize them

IR pages on FIELDS CORPORATION website

URL : <http://www.fields.biz/ir/j/> (Japanese)
<http://www.fields.biz/ir/e/> (English)



Information posted on the page

- Company profile
- Date related to financial statements
- Financial presentation material
(Summary, Q&A)
- IR press releases
- Corporate governance and CSR information
- Shareholder and share information

IR information is also Available on our mobile site

Fields' official IR mobile site



[JASDAQ]
2008 IR
Company
of Excellence



[Daiwa IR]
Chosen for the
Outstanding Internet
IR Site



[Nikko IR]
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"Best Corporate
Website award"

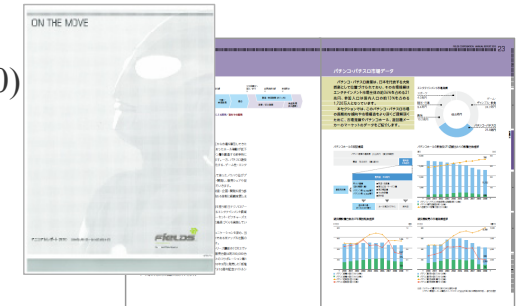


Analysis tools

Annual Report (Japanese/English)

[ON THE MOVE]
(Latest issue: October, 1,2010)

Issued annually since year
ended March 31, 2004



Financial Presentation (Japanese/English)

Included information:

- Financial Highlight
- Full Year Forecast
- Segment Information
- Mid-Term Management Plan etc.



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.