

(Translation)

March 31, 2014

To all parties concerned:

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

Company's view on SEGA SAMMY HOLDINGS INC.'s press release

On March 31, 2014, SEGA SAMMY HOLDINGS INC. (hereafter, "SEGA SAMMY HOLDINGS") announced that it intended to let its Basic Agreement on Exclusive Sales Agency Transactions Regarding Sales and Purchases of Pachislot Machines (hereafter, "the contract"), concluded between its major subsidiary, RODEO Co., Ltd. (hereafter, "RODEO"), and Fields Corporation (hereafter, "the Company") lapse on its expiration date of March 31, 2014.

The Company formed a business partnership with Sammy Corporation (hereafter, "Sammy") in 1995, and in the 20 years since has worked together with the Sammy Group for the healthy expansion of the pachinko/pachislot machine industry. In this process, in 2002 the Company invested in RODEO, which operates a pachislot business, and strengthened its joint ventures with the Sammy Group. These capital, business and human relationships with RODEO remain in place.

Given this situation, the Company recognizes that the announcement made by SEGA SAMMY HOLDINGS was released on the formal expiration of the contract between RODEO and the Company.

The Company has held several discussions with Sammy and RODEO regarding the overall approach to the business partnership going forward, including this contract, and is endeavoring to reach agreement based on our relationship of friendship and trust through ongoing negotiations held in good faith.

◆ For inquiries or further information please contact: ◆

Corporate Communications Office, Fields Corporation

Shibuya Garden Tower, 16-17 Nampeidai-cho, Shibuya-ku, Tokyo 150-0036

Tel.: +81-3-5784-2109 Fax: +81-3-5784-2119