

To all parties concerned:

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Notification of Forecast of Earnings

Fields Corporation hereby announces that our forecast of consolidated earnings for the year ending in March 31, 2015 was undecided in the “Summary of Financial Information and Business Results (Consolidated) for the Year Ended March 31, 2014,” released on April 30, 2014. The Company is now prepared to release our forecasts, which are as follows.

1. Forecast of consolidated earnings for the year ending in March 31, 2015

(1) Forecast for the full-year (April 1, 2014 to March 31, 2015)

(Unit: Million yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (Yen)
Forecast of consolidated earnings for the year ending in March 31, 2015	100,000	5,000	5,000	2,500	75.34
Change over previous fiscal year (%)	(13.0)	(48.9)	(48.8)	(53.4)	-
(Reference) Results for the previous fiscal year (ended on March 31, 2014)	114,904	9,791	9,765	5,370	161.83

(2) Primary reasons for forecast of earnings

The Group aspires to sustainable growth by maximizing the value of the IP (Intellectual Property) we have acquired, owned and created, with characters and other IP at the core of its medium-to-long-term growth strategy. The Group utilizes the wide-ranging knowledge and expertise on IP development that it has acquired to date, as well as networks with its creative and business partners, to cultivate and commercialize IP based on these partnerships. We capitalize on the functions of the Group, which is particularly strong in pachinko/pachislot machine logistics, and pursue various measures aimed at early establishing a character business.

In pachinko/pachislot machine sales, we have begun new business affiliations with D-light Co., Ltd. and NANASHOW Corporation in order to ensure a stable supply of high-quality products, expand support among our existing fan base and acquire new customers.

At the same time, we are holding numerous conscientious discussions with Sammy Corporation and RODEO Co., Ltd. regarding the overall approach to our business affiliation based on future developments. As a result, at this point we are not including products produced by RODEO in our forecast with the exception of one title, production of which has been postponed from the previous fiscal year to this fiscal year.

Accordingly, our forecast of consolidated earnings for the year ending in March 31, 2015 is as above.

We have not changed our dividend forecast from 50 yen per share (25 yen at the end of the first half and 25 yen at the end of the fiscal year), which is a dividend payout ratio of 66.4%.

(Note) 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. The Company discloses only the forecast of earnings for the full year as it manages earnings on an annual basis.

◆ For inquiries or further information please contact: ◆
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