

May 7, 2014

To all parties concerned:

Fields Corporation
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Notice concerning Business Alliance with NANASHOW Corporation

Fields Corporation hereby announces that it is entering a business alliance with NANASHOW Corporation (“NANASHOW”). The details are set forth below.

1. Reason for and details of the business alliance

With “The Greatest Leisure for All People” as its corporate philosophy, the Fields Corporation (“the Company”) cultivates and commercializes Intellectual Property (IP) that it acquired, owned and created in a diverse range of entertainment fields with a focus on IP such as characters. Within these business activities, the Company has formed alliances in the pachinko/pachislot business field with multiple leading pachinko/pachislot machine manufacturers in Japan to promote the sound development of the pachinko/pachislot machine industry through reciprocal use of management resources such as technology, know-how and IP, and the stable supply of high-quality products.

NANASHOW is a pachinko/pachislot machine manufacturer that joined the Japan Amusement Machine Industry Association* in 2013. As a pachinko/pachislot machine manufacturer, NANASHOW has conducted research on new, next-generation entertainment, undertaken pachinko/pachislot machine development based on flexible and innovative ideas, and worked to establish its own brand through partnerships since its establishment.

The Company and NANASHOW agreed on the use of Fields’ IP and nationwide logistics network, and decided to form a business alliance concerning the joint development of new business. In conjunction with the formation of the business alliance, the Company acquired 210 shares (38.9%) of NANASHOW’s stock.

The Company will cooperate with existing partner manufacturers and new partners on expanding the support of existing fans and attracting new customers with the aim of contributing to the sound growth and development of the industry.

* The Japan Amusement Machine Industry Association is a trade group made up of 35 pachinko machine manufacturers. (As of March 2014)

2. Overview of NANASHOW Corporation

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|--------------------------------------|---|-------|
| (1) Company name | NANASHOW Corporation | |
| (2) Location | 10th floor, Akihabara Building, 19 Kanda Matsunaga-cho, Chiyoda-ku, Tokyo | |
| (3) Title and name of representative | President Takeshi Terunuma | |
| (4) Business activities | Research, planning, development, manufacture, and sale of pachinko/pachislot machines | |
| (5) Common stock | 40 million yen | |
| (6) Establishment | August 14, 2009 | |
| (7) Fields' stake | Fields Corporation | 38.9% |

3. Forecast

The impact of this business alliance on financial the Company's consolidated earnings for the year ending March 31, 2015 will be insignificant.

◆For inquiries or further information please contact: ◆

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