



FIELDS CORPORATION

Interim financial presentation (Year Ended March 31, 2006)

November 14 (Mon), 2005

THE GREATEST LEISURE FOR ALL PEOPLE

2767:JASDAQ

FIELDS CORPORATION

Corporate Profile

Corporate Data

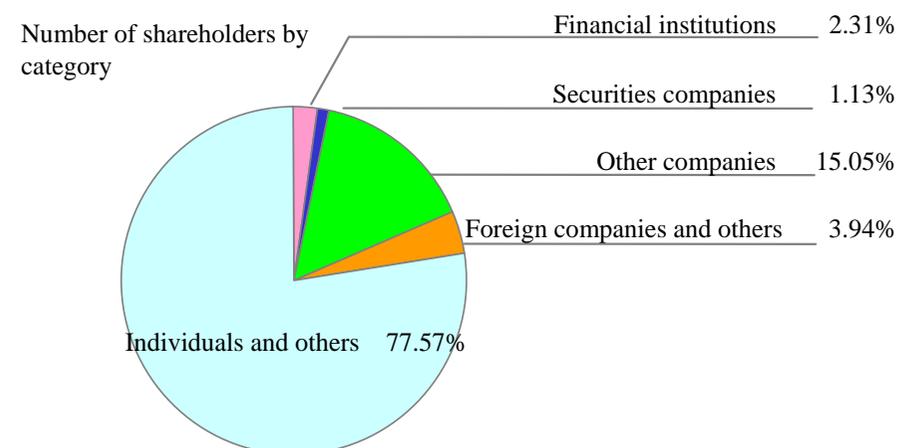
(As of October 1)

Company name	FIELDS CORPORATION http://www.fields.biz/
Establishment	June 1998 (Started business as TOYO Shoji Corporation in 1983)
Head office address	E Space Tower 12F, 3-6, Maruyama-cho, Shibuya-ku, Tokyo 150-0044 Japna
Paid in capital	¥7948.03 million
Stock information	Total outstanding shares : 347,000 shares ※two-for-one stock split in September 2004
Market	JASDAQ 2767
Number of employees	736 (non-consolidated) 907 (consolidated)
Main business activities	Planning, development, and sales of pachinko/pachislot machines
Branch offices	Sapporo, Aomori, Sendai, Koriyama, Niigata, Takasaki, Tsukuba, Utsunomiya, Saitama, Chiba, Tokyo, Nishi-Tokyo, Yokohama, Shizuoka, Nagoya, Nagano, Aichi, Mie, Kanazawa, Kyoto, Osaka, Kobe, Hiroshima, Okayama, Yamaguchi, Matsuyama, Fukuoka, Saga, and Kagoshima (29 bases nationwide)
Consolidated subsidiaries	<ul style="list-style-type: none"> •Japan Sports Marketing Inc.* *Professional Management Co., Ltd. *J. Sakazaki Marketing Ltd. *Total Workout Corporation } 3 companies integrated in October 1, 2005 <ul style="list-style-type: none"> •Fields Jr. Corporation •White Trash Charms Japan Co., Ltd. •Digital Lord Corporation •D3 Publishers Inc. other 3 companies
Equity method companies	•RODEO Co., Ltd. •Kadokawa Haruki Corporation other 1 company

Principal shareholders

(As of September 30)

Name of shareholders	Number of shares held	Percentage of outstanding shares owned
Hidetoshi Yamamoto	112,200	32.33%
Takashi Yamamoto	40,000	11.53%
Yoko Yamamoto	35,000	10.09%
Sammy Corporation	27,500	7.92%
Mint Co.	16,000	4.61%
Japan Securities Finance Co., Ltd	5,810	1.67%
Yuki Yamamoto	5,000	1.44%
Fields Employee Shareholders Association	4,052	1.16%
The Bank of New York JASDEQ Treaty Account	3,650	1.05%
Morgan Stanley & Co. Inc	2,520	0.72%





Year ended March 2006 Interim Highlights



Source : Fields

Year ended March 2006 Interim operating results (consolidated)

Interim results for year ended March 2006 (consolidated)

(Unit : ¥million)

(consolidated)	Year ended March 2005	Year ended March 2006	Year ended March 2006	YOY	Actual to Plan
	Interim, Actual	Interim, Plan	Interim, Actual	(%)	(%)
Net sales	30,975	35,326	35,746	115.4%	101.2%
Gross profit	8,986	9,384	9,365	104.2%	99.8%
SG & A expenses	5,814	8,132	7,902	135.9%	97.2%
Operating income	3,171	1,252	1,462	46.1%	116.8%
Ordinary income	3,280	1,667	1,806	55.1%	108.3%
Net income	1,972	758	961	48.7%	126.8%

↳ ※These data are revised plan released August 26, 2005

■ From this interim, D3 Publishers Inc. has become consolidated subsidiary from equity method company.

Year ended March 2006 Interim operating results (non-consolidated)

Interim results for year ended March 2006 (non-consolidated)

(Unit : ¥million)

(個別)	Year ended March 2005	Year ended March 2006	Year ended March 2006	YOY	Actual to Plan
	Interim, Actual	Interim, Plan	Interim, Actual	(%)	(%)
Net sales	30,265	32,556	33,077	109.3%	101.6%
Gross profit	8,727	8,322	8,245	94.5%	99.1%
SG & A expenses	5,398	6,759	6,538	121.1%	96.7%
Operating income	3,328	1,563	1,706	51.3%	109.1%
Ordinary income	3,265	1,790	1,982	60.7%	110.7%
Net income	1,992	963	1,209	60.7%	125.5%
Dividend (plan)			2,000		

※No change in dividend

↳ ※These data are revised plan released August 26, 2005

[Pachinko business]

Result of sales in 1st half of year ended March 31, 2006

Pachinko machine name

(Units)

	Manufacturer	Machine name	Units sold	Cumulative units sold
Continuous sales machines	Bisty	CR Neon Genesis Evangelion	*25,634	124,580
	Bisty	CR Kahara Tomoni to Minashigo Hatch	—	41,033
Start of sales in this period	Bisty	CR Daimajin	—	—
	Bisty	CR Iijima Naoko no Casino Bisty	21,861	21,861
	Sammy	CR K-1 Premium Dynamite!!	—	—
	Others		7,803	
1st half	Units sold	Total	74,344	
Start of sales in 3Q	Sammy	CR Azumi*	Adding up in 3Q	
	Bisty	CR Marilyn Monroe	Adding up in 3Q	
	Sammy	CR Super Jetter	Adding up in 3Q	
	Bisty	CR Ashita ga arusa Yoshimoto World*	Adding up in 4Q	

*About sales machine name, only Sammy and Bisty of which Fields is the sole distributor, are mentioned.

*Pachinko machines under 20,000 units sales are not mentioned.

*Bisty's CR Kahara Tomomi no Minashigo Hatch is added up in this period.

*Sammy's CR Azumi is added up in 3Q because of delivery in September.

*Bisty's CR Ashita ga arusa Yoshimoto World is added up in 4Q because of delivery in December.

※Cumulative units sold are as of September 30

Results of machine sales in 1st half of FY March, 2006

	Titles
	<p>■ CR Neon Genesis Evangelion</p> <ul style="list-style-type: none"> • First machine to comply with new regulation, completely redesigned • It recreates the world of "Neon Genesis Evangelion", famous in TV, video, and animation, and etc. <p>© GAINAX/ProjectEva TV Tokyo</p>
	<p>■ CR Daimajin</p> <ul style="list-style-type: none"> • Combination of movie "Daimajin" and baseball player "Kazuhiro Sasaki" • It recreates dynamically excitement of baseball and visual experience of powerful "Daimajin" <p>©SR Corporation / 1966 Kadokawa Pictures / Fields</p>
	<p>■ CR Iijima Naoko no Casino Bisty</p> <ul style="list-style-type: none"> • It features Naoko Iijima who is known for healing image as main character • It recreates the atmosphere of the world of Baccarat <p>© JVC Entertainment Networks, Inc./FIELDS</p>
	<p>■ CR K-1 Premium Dynamite!!</p> <ul style="list-style-type: none"> • It recreates excitement and power of K-1 • Players can watch battles that are impossible to watch. There are match-up with Mike Tyson <p>© Mike Tyson, licensed by CMILLC. © FEG/K-1/FIELDS © Sammy</p>
3Q 	<p>■ CR Azumi</p> <ul style="list-style-type: none"> • First completely redesigned pachinko machine with a new cross-shaped control button • It recreates faithfully the beauty and toughness of Azumi who fights to protect the peace at the beginning of the Edo Period <p>© Yu Koyama / Shogakukan, Big Comic Superior © Sammy</p>
	<p>■ CR Marilyn Monroe</p> <ul style="list-style-type: none"> • It recreated the beauty of Marilyn Monroe who is popular around the world • It is the hugely popular <i>Umi</i> type pachinko game. <p><small>TM Marilyn Monroe, LLC by CMGWorldwide.com: www.MarilynMonroe.com. ©2005 Twentieth Century Fox Film Corporation. All rights reserved. TM Marilyn Monroe, LLC by CMGWorldwide.com: www.MarilynMonroe.com. ©2005 Twentieth Century Fox Film Corporation (©1955 Charles K. Feldman Group Productions, renewed 1983). All rights reserved.</small></p>
	<p>■ CR Super Jetter</p> <ul style="list-style-type: none"> • It features Super Jetter which is famous in the 1960s TV program, a time travel science fiction, as character • It recreates by speedy latest 3D images <p>©TBS ©Sammy</p>

[Pachislot business]

Result of sales in 1st half of year ended March 31, 2006

Pachislot machine name

(Units)

	Manufacturer	Machine name	Units sold	Cumulative nits sold
Continuous sales machines	Rodeo	Kaiji	—	29,863
	Rodeo	Onimusha 3	*51,132	120,369
Start of sales in this period	Bisty	Neon Genesis Evangelion	*19,136	On sale continuously
	Others		13,099	
1st half	Units sold	Total	85,043	

Start of sales planned in 3Q Rodeo Dokonjo Gaeru As of November 14

*About sales machine name, only Rodeo and Bisty of which Fields is the sole distributor, are mentioned.

*Pachislot machines under 10,000 units sales are not mentioned.

*Neo Genesis Evangelion continues to be sold.

※Cumulative units sold are as of September 30

Results of machine sales in 1st half of FY March,2006

Titles



■ Kaiji

- The industry's first 13-inch full-color full-face LCD.
- It features Kaiji, famous comic as character. It directs hot atmosphere of the world of gamblers on powerful LCD

©Nobuyuki Fukumoto / Kodansha



■ Onimusha 3

- 20 inch liquid crystal doughnut-vision
- It features game software Onimusha 3 as character. Capcom's full support realizes real beauty of image and utilizes to pachislot

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■ Neon Genesis Evangelion (New regulation, Fifth edition machine)

- First pachislot machine to comply with new regulation. Three types releases at the same time.
- It recreates the world of Evangelion by directing separately in each character type.

© GAINAX/ProjectEva・TV Tokyo



■ Dokonjo Gaeru (New regulation, Fifth edition machine)

- Rodeo's first pachislot machine to comply with new regulation. 10 inch wide LCD.
- It features Manga Dokonjo Gaeru as character. It realizes new image by combination of a variety of direction and replay time function.

©Yasumi Yoshizawa / Office Yasui © Sammy ©RODEO

[Pachinko/Pachislot] Unit sales

Sales history

	Year ended March 2001	Year ended March 2002	Year ended March 2003		Year ended March 2004			Year ended March 2005			Year ended March 2006			
	Full year	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
<i>(in ¥thousand)</i>														
Operating income	1,700,893	5,730,688	4,406,268	2,374,928	6,781,196	6,111,557	5,755,021	11,866,578	3,171,648	8,925,576	12,097,224	1,462,760		
Ordinary income	1,681,106	5,664,866	4,589,086	2,432,962	7,022,048	6,413,795	5,795,714	12,209,509	3,280,677	9,199,894	12,480,571	1,806,314		
Net income	583,081	3,041,486	2,278,072	1,246,300	3,524,372	3,523,380	3,096,873	6,620,253	1,972,236	4,954,555	6,926,791	961,059		
<i>Unit sales of machines</i>														
Sum of Pachinko and Pachislot	166,339	222,660	133,448	126,365	259,813	153,254	170,683	323,937	168,707	305,337	474,044	159,387		
<i>Pachinko/Pachislot sales ratio</i>														
Pachinko machine sales (Unit)	95,631 57.5%	62,809 28.20%	34,823 26.09%	43,876 34.72%	78,699 30.29%	42,575 27.78%	102,456 60.03%	145,031 44.77%	91,157 54.03%	190,943 62.54%	282,100 59.51%	74,344 46.64%		
Pachislot machine sales (Unit)	70,708 42.5%	159,851 71.80%	98,625 73.91%	82,489 65.28%	181,114 69.71%	110,679 72.22%	68,227 39.97%	178,906 55.23%	77,550 45.97%	114,394 37.46%	191,944 40.49%	85,043 53.36%		
<i>Agency/Distribution sales ratio</i>														
Agency sales (Unit)	164,705 99.01%	151,423 68.01%	36,840 27.61%	46,569 36.85%	83,409 32.11%	45,892 29.95%	105,718 61.96%	151,610 46.81%	92,584 54.87%	194,221 63.61%	286,805 60.50%	82,152 51.54%		
Distribution sales (Unit)	1,634 0.99%	71,237 31.99%	96,608 72.39%	79,796 63.15%	176,404 67.89%	107,362 70.05%	64,965 38.04%	172,327 53.19%	76,123 45.13%	111,116 36.39%	187,239 39.50%	77,235 48.46%		
<i>Direct/Indirect ratio</i>														
Direct sales (Unit)	77,268 46.45%	129,020 57.94%	79,859 59.84%	82,989 65.67%	162,848 62.78%	98,305 64.15%	128,291 75.16%	226,596 69.95%	123,338 73.10%	239,310 78.38%	362,648 76.50%	112,917 70.84%		
Indirect sales (Unit)	89,071 53.55%	93,640 42.06%	53,589 40.16%	43,376 34.33%	96,965 37.32%	54,949 35.85%	42,392 24.84%	97,341 30.05%	45,369 26.90%	66,027 21.62%	111,396 23.50%	46,470 29.16%		



Year ended March 2006 Estimation



Source : Fields

Year ended March 2006 Estimation (consolidated)

Estimation for year ended March 2006 (consolidated)

(Unit : ¥million)

	1 st half actual			2 nd half plan			Full year estimation		
	Year ended March 2005	Year ended March 2006	YOY (%)	Year ended March 2005	Year ended March 2006	YOY (%)	Year ended March 2005	Year ended March 2006	YOY (%)
	1 st half actual	1 st half actual		2 nd half actual	2 nd half plan		Actual	Plan	
Net sales	30,975	35,746	115.4%	50,682	56,007	110.5%	81,658	91,753	112.4%
Gross profit	8,986	9,365	104.2%	15,766	18,687	118.5%	24,752	28,052	113.3%
SG & A expenses	5,814	7,902	135.9%	6,841	9,234	135.0%	12,655	17,136	135.4%
Operating income	3,171	1,462	46.1%	8,926	9,454	105.9%	12,097	10,916	90.2%
Ordinary income	3,280	1,806	55.1%	9,200	9,321	101.3%	12,480	11,127	89.1%
Net income	1,972	961	48.7%	4,954	4,832	97.5%	6,926	5,793	83.6%

※These data are revised plan released August 26, 2005

No change in full year profit plan

Year ended March 2006 Estimation (non-consolidated)

Estimation for year ended March 2006 (non-consolidated)

(Unit : ¥million)

	1 st half actual			2 nd half plan			Full year estimation		
	Year ended March 2005	Year ended March 2006		Year ended March 2005	Year ended March 2006		Year ended March 2005	Year ended March 2006	
	1 st half actual	1 st half actual	YOY (%)	2 nd half actual	2 nd half plan	YOY (%)	Actual	Plan	YOY (%)
Net sales	30,265	33,077	109.3%	49,705	50,812	102.2%	79,970	83,889	104.9%
Gross profit	8,727	8,245	94.5%	15,455	16,846	109.0%	24,182	25,091	103.8%
SG & A expenses	5,398	6,538	121.1%	6,508	7,918	121.7%	11,906	14,456	121.4%
Operating income	3,328	1,706	51.3%	8,947	8,929	99.8%	12,275	10,635	86.6%
Ordinary income	3,265	1,982	60.7%	9,047	8,735	96.6%	12,312	10,717	87.0%
Net income	1,992	1,209	60.7%	4,729	4,535	95.9%	6,721	5,744	85.5%
Dividend	2,000	2,000		2,000	2,000		4,000	4,000	

※No change in dividend

※These data are revised plan released August 26, 2005

No change in full year profit plan



Year ended March 2006 1st half topics



Source : Fields



New spread of sports entertainment business



Source : Fields

Topics : Acquisition of the shares of J. Sakazaki Marketing Ltd. and merger between subsidiaries

Overview of J.Sakazaki Marketing Ltd.

(As of December 31, 2004)

1	Trade name	J. Sakazaki Marketing Ltd.
2	Representative	Kazunori Sakazaki, President & CEO
3	Address	2-2-19 Akasaka, Minato-ku, Tokyo
4	Established	July 10, 1980
5	Main business	<ul style="list-style-type: none"> • Planning and operating sports events, selling television rights, etc. • Acquiring copyrights, trademarks, and licenses; granting licenses
6	Fiscal year end	December 31
7	Capital	¥20 million (Total number of outstanding shares 24,000)
8	Sales	¥3,266 million (Year ended December, 2004)
9	Relationship with Fields Corporation	Agreement for advertising business (As of July 15, 2005)
	URL	http://www.jsmgroupp.co.jp/

■ J. Sakazaki Marketing Ltd. holds business resources, such as worldwide network for sports entertainment as whole, and judges of sports content

Main achievement of J. Sakazaki Marketing Ltd.

[Television rights]

• Soccer	FIFA World Cup South American Qualifying Round / UEFA Champions League / English League Football / Italian League Football / UEFA Cup Winners Cup / UEFA Cup • Super Cup / AFC Package / Champions World Series / German Representative Friendly Match, etc.
• Baseball	Major League Baseball / Japan Series (for overseas sales), etc.
• Swimming	FINA Swimming World Championship / FINA World Cup Swimming / FINA World Cup Synchronized Swimming, etc.
• Rugby	KDD Rugby World Cup / 5-Nations Rugby / Test matches of England, Australia, New Zealand, France, etc. / New Zealand Rugby League, etc.
• Tennis	Davis Cup / Fed Cup, etc.
• Golf	Michael Jordan Celebrity Golf / ANZ Ladies Golf, etc

[Event marketing]

Real Madrid Asian Tour 2003 / MLB All Star Series / NEC Davis Cup / KDDI World Cup Rugby / The first Athletics World Championship / World Cup Ski / Canon European Masters Golf / Champions League 2004 / Barcelona FC Asian Tour / Chinese Baseball League (CBL) / CBL All Star Games / MLB Opening Games / All Japan Cheer Dance championship / Greater Tokyo Festival, etc.

[Consulting]

Osaka Kintetsu Buffaloes / Japan Cheer Dance Association / Otsuka Group / am/pm, etc.

[Licencing]

Stewart Moskowitz, etc.

Topics : Establishment of Japan Sports Marketing

Expanding and strengthening sports entertainment business

■ Acquisition of the shares of J. Sakazaki Marketing Ltd.

① Final agreement concerning the acquisition of the shares (released July 15)

→ July 15, 2005 Acquired 65% of common stock (15,600 shares), Became subsidiary

② Final contract concerning merger between Fields' subsidiaries (released August 5)

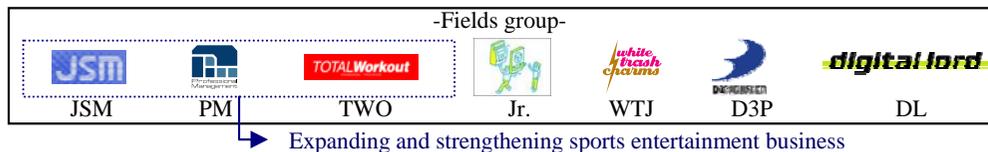
→ October 1, 2005 Merged J. Sakazaki Marketing Ltd. and Fields' subsidiaries, Professional Management Co., Ltd. (PM) and Total Workout Corporation (TWO).

→ Established "Japan Sports Marketing Inc."

■ Becoming strong driving force for content integrator business and content providing business

• JSM heads for combining existing businesses in group companies, expanding business chances aligning with sports, and expanding growth opportunities.

• JSM merged with PM and TWO, Fields' subsidiaries, and plans maximizing group synergy for establishing overwhelming position in global sports and entertainment area.



Overview of Japan Sports Marketing

(As of September 30, 2005)

1	Trade name	Japan Sports Marketing Inc.
2	Representative	Kazunori Sakazaki
3	Address	1-10-8 Dogenzaka, Shibuya-ku, Tokyo
4	Established	October 1, 2005
5	Main business	<ul style="list-style-type: none"> ▪ Advertising agency services, etc., acquisition of copyrights(merchandizing rights) and content ▪ Management of professional sportspeople, entertainers ▪ Planning and operating sport events, selling television rights, etc. ▪ Acquiring copyrights, trademarks, and licenses; granting licenses ▪ Management of gymnasiums
6	Fiscal year end	March 31
7	Capital	¥200 million
8	Total number of outstanding shares	27,280
	URL	http://www.jsm.jp

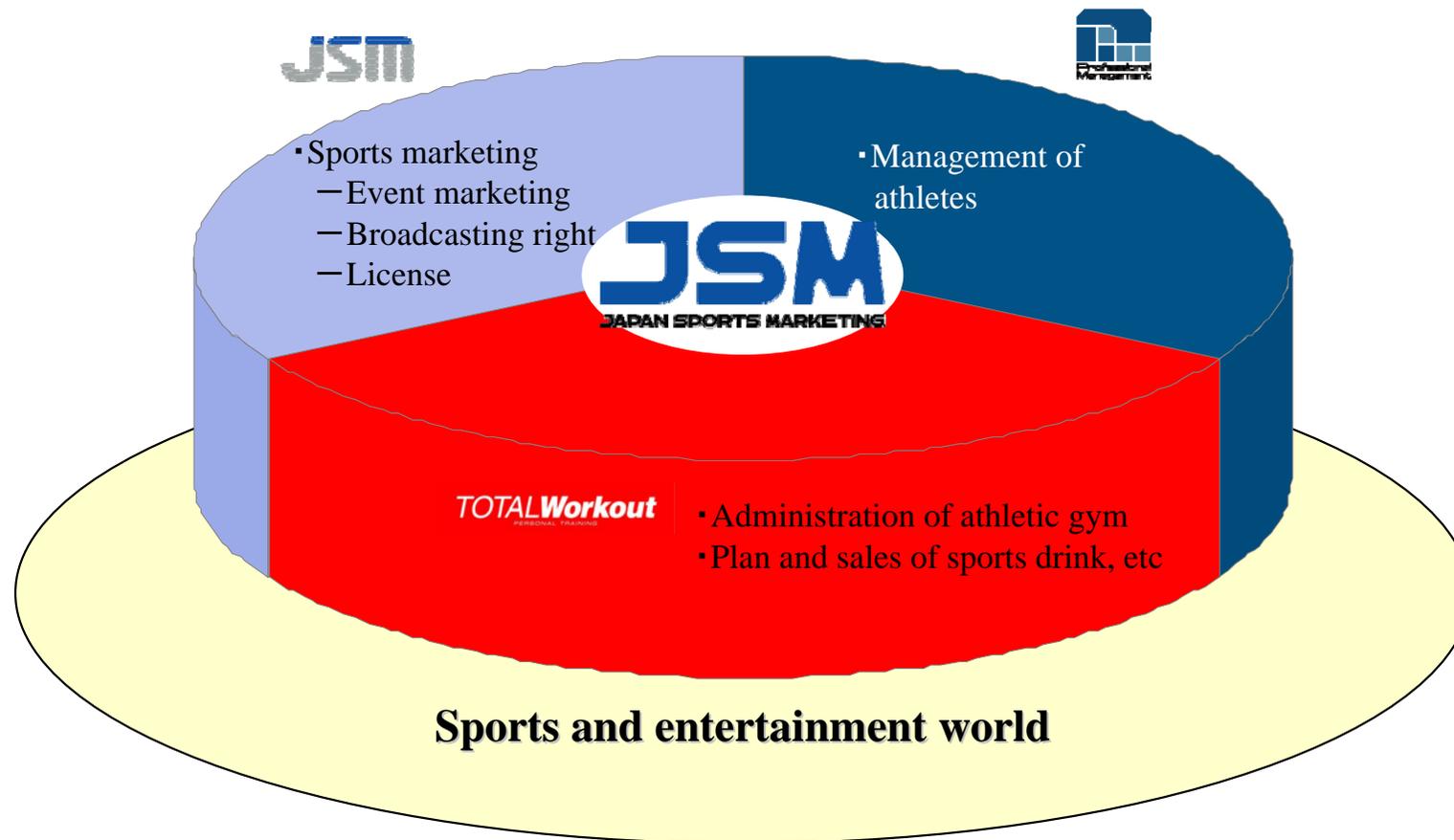
■ 3 companies integrated in October 1, 2005 Fields' subsidiary

■ Merger style: Professional Management Co., Ltd as continuous company



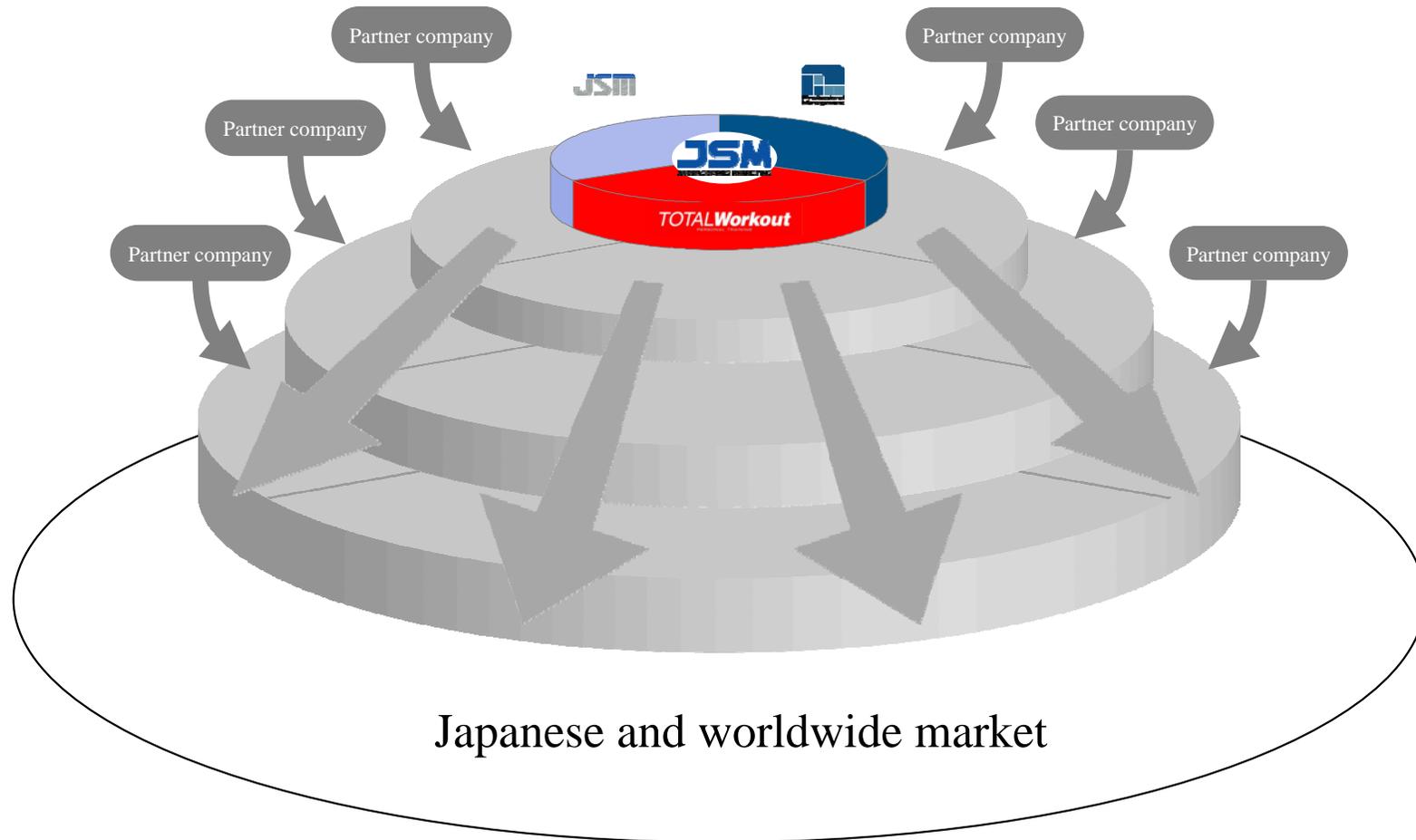
Topics : Image of concrete partnership of JSM - I

Birth of Japan Sports Marketing



Topics : Image of concrete partnership of JSM - II

Image of partnership



Expansion of sports and entertainment world by partnership

Topics : Image of concrete partnership of JSM - III

Image of partnership



Fields will make a stage of deep impressions of sports with partners in various areas



Diversification of content produce business

Topics : Diversification in content produce business - I

Profit model by second use of content

Fields : Start sales of “CR K-1 Premium Dynamite!!” , pachinko machine



Content



Fields : Start sales of “CR Neon Genesis Evangelion” , pachinko machine



©FEG/K-1 ©D3 PUBLISHER

1st case

- 1st event with Fields D3P made game of event “K-1 Premium Dynamite!!”
- Fields provided copyright of K-1 Premium Dynamite, and made game
- Start sales in December, 2004



©Bisty ©GAINAX/Project EVA. · TV Tokyo ©D3 PUBLISHER

2nd case

- D3P started sales of “CR Neon Genesis Evangelion” , popular as Bisty’s pachinko machine, as game soft exclusive for PS2
- 1st case of “Pachinko/Pachislot simulation software”
- “CR Neon Genesis Evangelion “ was 2nd case of alliance with Fields
- Start sales in October, 2005

Topics : Diversification in content produce business - II

Game sales contract concerning Disney's various works

■ D3PUBLISHER INC. and Buena Vista Games Inc. (CA, America) agreed sales contract in Japan concerning various game software from Walt Disney's videos



Main sales titles until spring, 2006

Kim Possible	Game Boy Advance
Lilo and Stitch	Game Boy Advance
Tim Burton's Nightmare before Christmas / Pumpkin King(TBD)	Game Boy Advance
Chicken Little (TBD)	At least 3 machines, including Game Boy Advance and PlayStation 2
The Chronicles of Narnia : The Lion, the Witch, and the Wardrobe (TBD)	At least 3 machines, including Game Boy Advance and PlayStation 2



©Disney
Published and distributed In Japan by D3 Publisher Inc.

D3PUBLISHERS OF America : Licensing contract concerning "Hi Hi Puffy AmiYumi™"

■ D3PUBLISHER of America (CA, America) agreed licensing contract with Warner Bros. Interactive Entertainment (CA, America) in game software for "Hi Hi Puffy AmiYumi™", mega hit animation program in Cartoon Network, major animation channel in America.

■ D3PA will start pre-sale game software for Game Boy Advance® in North America in November, 12005. After it, it will start sale in Europe and Japan continuously.

■ D3P and D3PA have the right of producing game software for "Hi Hi Puffy AmiYumi™" worldwide for console machines, portable machines, and PCs.



TM & (C) Cartoon Network. (s05)

D3PUBLISHERS OF America : Business alliance with Tomy's subsidiary in America Start of publishing "NARUTO" in North America

■ D3PA started sales of game software of "NARUTO" on Nintendo's platform in North America and South America VIZ Media, LLC (CA, America; President & CEO : Hidemi Fukuhara) held the license of, collaborating with TOMY Corporation, the subsidiary of TOMY.

■ D3PA estimates about same amount of sales as Japan in the first year by collaborated marketing with TOMY.

■ In the first case, D3P plans to release title for Game Cube and Game Boy Advance in spring, 2006.

D3Publisher ⇒ Major provider in global game market!!

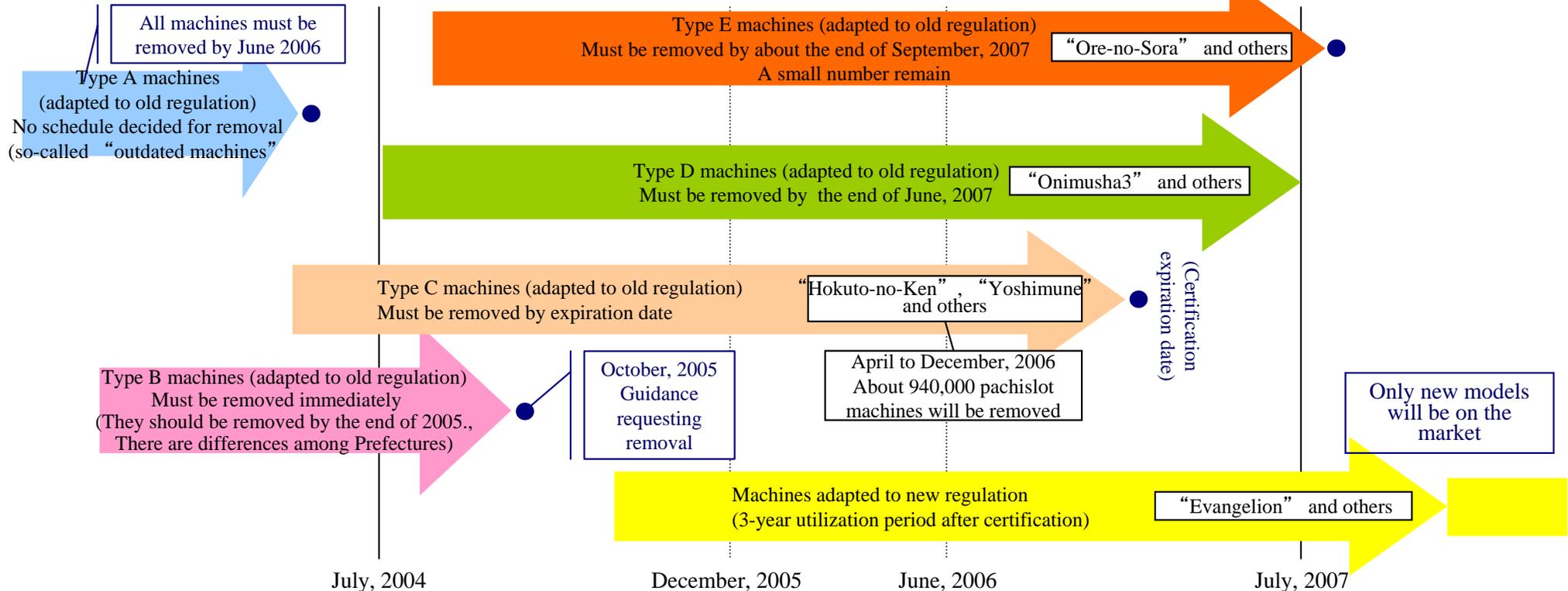


Trend in pachinko/pachislot machines market

Response to market for outdated models and models certification has expired

Schedule of removal of outdated models and models certification has expired

(As of October, 2005)



Type B machines (adapted to old regulation)
Must be removed immediately
(They should be removed by the end of 2005.,
There are differences among Prefectures)

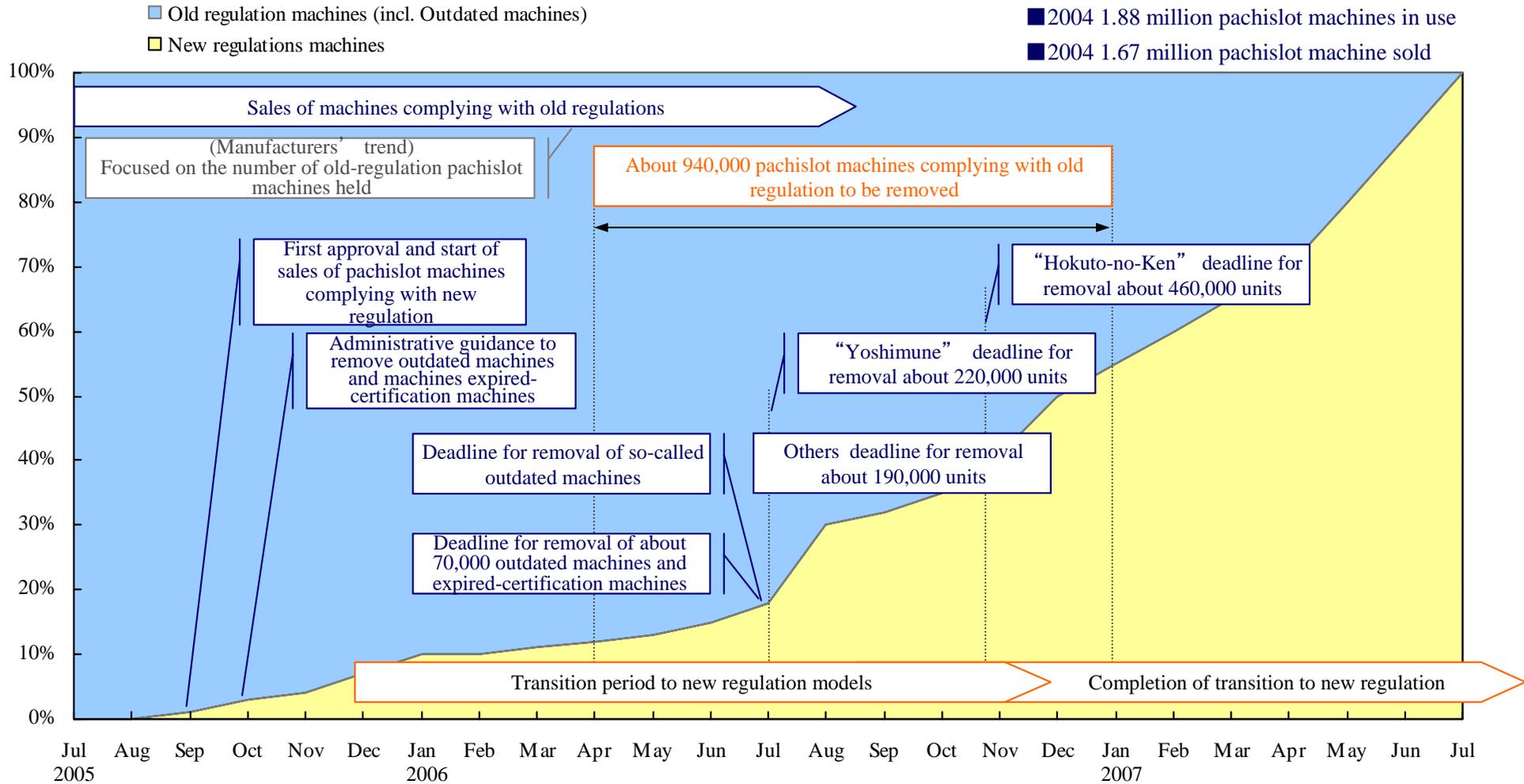
- Type A machines : So-called outdated machines
- Type B machines : Expired certification machines
- Type C machines : Valid certification machines (1)
- Type D machines : Valid certification machines (2)
- Type E machines : Valid certification machines (3)
- Machines complying with new regulations

- Models where certification expired prior to July, 2004
- Models approved and certified by SECTA prior to July 2004 for which certification has already expired
- Models approved and certified by SECTA prior to July 2004 for which certification will expire by June, 2007
- Models submitted to SECTA and receiving approval prior to July 2004 but certified afterward
- Models submitted to SECTA prior to July 2004 but and receiving approval and certification afterward
- Models conforming to the standard revised in July, 2004

Estimated ratio of installation for pachislot machines complying old and new regulations

Ratio of installation for pachislot (Fields estimates)

(As of October, 2005)



Topics : Approval for pachislot machines to new regulation

Approval of pachislot machines to new regulation

■ July, 2004 : Revision of regulation of amusement machines

【New regulation pachinko machines】

- November, 2004 “CR Dai Yamato 2” (SANKYO)
“CR Osomatsu Kun” (Daiichi Shokai)
“CR Neon Genesis Evangelion” (Bisty) and many machines released

【New regulation pachislot machines】

■ No approval from SECTA for a long time after revision of regulation

↓

■ July, 2005 : Bisty, SANKYO Group company
First approval of Bisty’s “Neon Genesis Evangelion”

→ More entertaining, but with less gamble machine appeared

- Old regulation machines can be sold and set by June, 2007. The issue is to provide them balancing properly with needs of replacement in halls.
- Soft landing of new regulation machines which are more entertaining with applying old regulation machines is needed.
- Fields has responsibility to apply trading position as effective as possible, to adjust interests between manufacturers, and to control the number of start of sales properly

Notes : Removal by July, 2006 : Yoshimune (220,000 units in use by estimation)

Removal by October, 2006 : Hokuto-no-Ken (460,000 units in use by estimation)

First approval of Bisty’s “Neon Genesis Evangelion”

- Bisty (SANKYO’s complete subsidiary) : First approval in July, 2005
- It has more patterns of direction than that of Fields’ pachinko “CR Neon Genesis Evangelion” which is popular in market.
- 3 types started sales simultaneously with original directions to each character.



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Approval of Rodeo’s “Dokonjo Gaeru”

- Rodeo (Sammy Group) : Approval : Approval in October, 2005
- Animation “Dokonjo Gaeru” was adapted to character. New direction was realized by combination of a variety of direction and real time play function.



© Yasumi Yoshizawa / Office Yasui © Sammy © RODEO



Sales policy of old standard Pachislot machines

Expiration date of major machines

The largest number of expired machines during June to October, 2006

(As of October 31, 2005)

※Expiration date in Tokyo

Expired date	Machine name	Manufacturer name	Estimated number of units in use
February, 2006	Juggler Girl	Kita Denshi Corporation	About 40,000 units
July, 2006	Yoshimune	Daito Giken Inc.	About 220,000 units
October, 2006	Hokuto-no-Ken	Sammy Corporation	About 460,000 units
	Nangoku Sodachi	Olympia Co., Ltd	About 70,000 units
February, 2007	Go Go JugglerV	Kita Denshi Corporation	About 50,000 units
April, 2007	Shuyaku wa Zenigata	Heiwa Corporation	About 60,000 units
May, 2007	Juggler TM	Kita Denshi Corporation	About 30,000 units

- 2004 1.88 million pachislot machines in use
- 2004 1.67 million pachislot machine sold

Major holding machines whose date of starting sales have decided

Machines whose date of starting sales are during June to December, 2005

Date of starting sales	Manufacturer name	Machine name	Notes
July, 2005	Daito Giken Inc.	Osu! Bancho	LCD
August, 2005	Sankyo Corporation	Mu-mu World	15 inch LCD
	Heiwa Corporation	Mah-jong Monogatari 2	5 inch LCD (Developed in-house) Limited sales
	Yamasa Co., Ltd	Neo Planet 999	EL vision
September, 2005	Olympia Co., Ltd	Hideki ni Muchu	5.6 inch LCD
	Daiichi Shokai Co., Ltd	Hibiscus	Completely informed type
	Taiyo Co., Ltd	Hello Santa	VFD display
October, 2005	Sammy Corporation	Ultra man Club	20 inch donut LCD
	Aristocrat Technologies	Kyojin no Hoshi 3	7 inch LCD
November, 2005	Daiichi Shokai Co., Ltd	Osomatsu Kun	LCD
December, 2005	Sammy Corporation	Aladdin Evolution	10 inch wide LCD

Simulation of provision during replacement of Yoshimune and Hokuto-no-Ken

Estimated monthly production capacity in major manufacturers

Demanded number	Manufacturer name	Estimated monthly production capacity	Maximum providing capacity
[June to October, 2006] ■ Yoshimune about 220,000 units ■ Hokuto-no-Ken about 460,000 units ■ Others about 70,000 units → About 750,000 units removal	Sammy Corporation	About 60,000 units	Sum About 200,000 units provided ↓ 550,000 units short maximum
	Yamasa Co., Ltd	About 40,000 units	
	Net Corporation	Purchasing parts from Yamasa Group	
	Daito Giken Inc	About 10,000 units	
	Rodeo Co., Ltd	About 40,000 units	
	Bisty	About 25,000 units	
	Daiichi Shokai Co., Ltd	About 17,000 units	



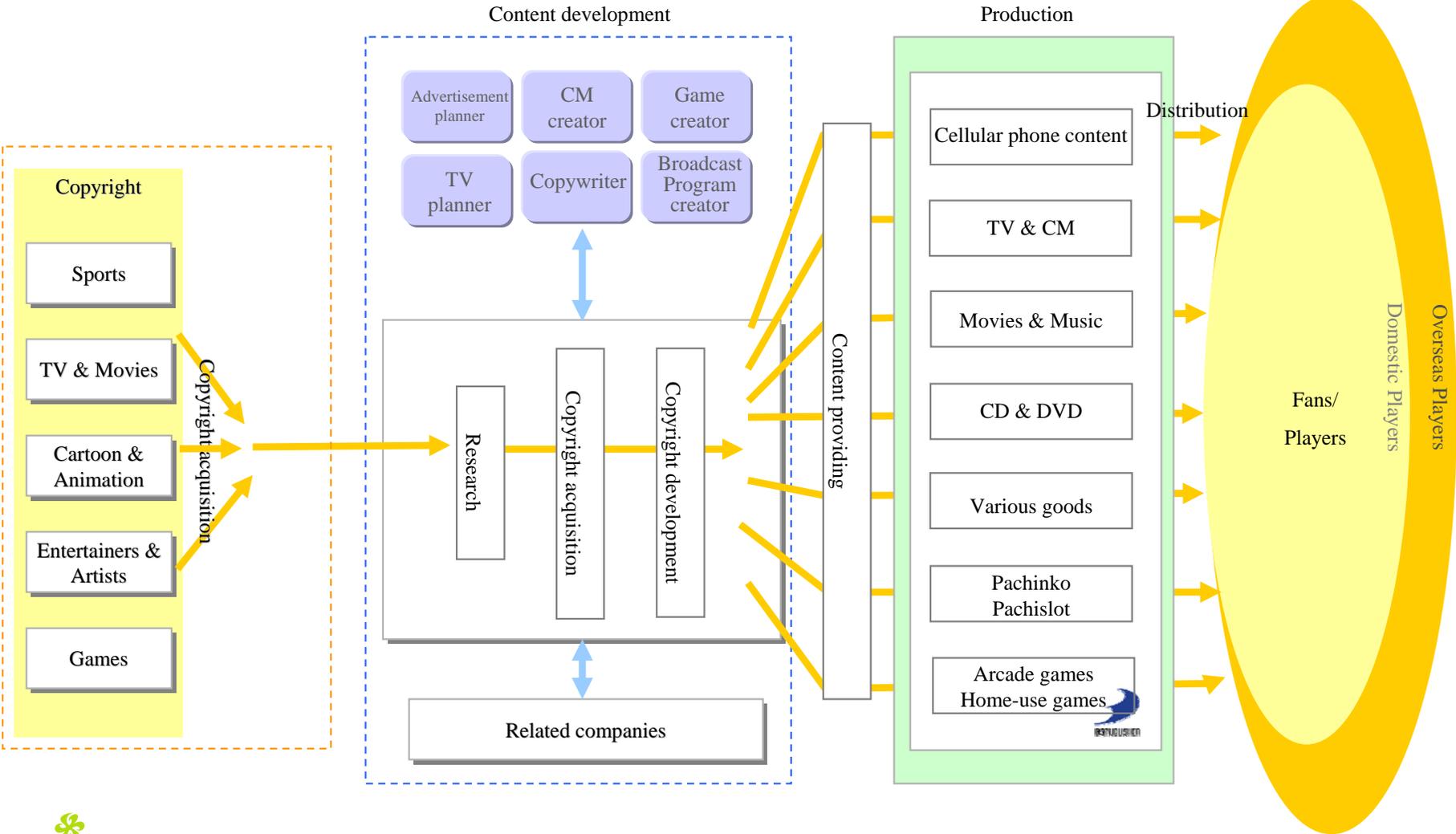
Appendix



Source : Fields

Content Provider Fields

Business Model

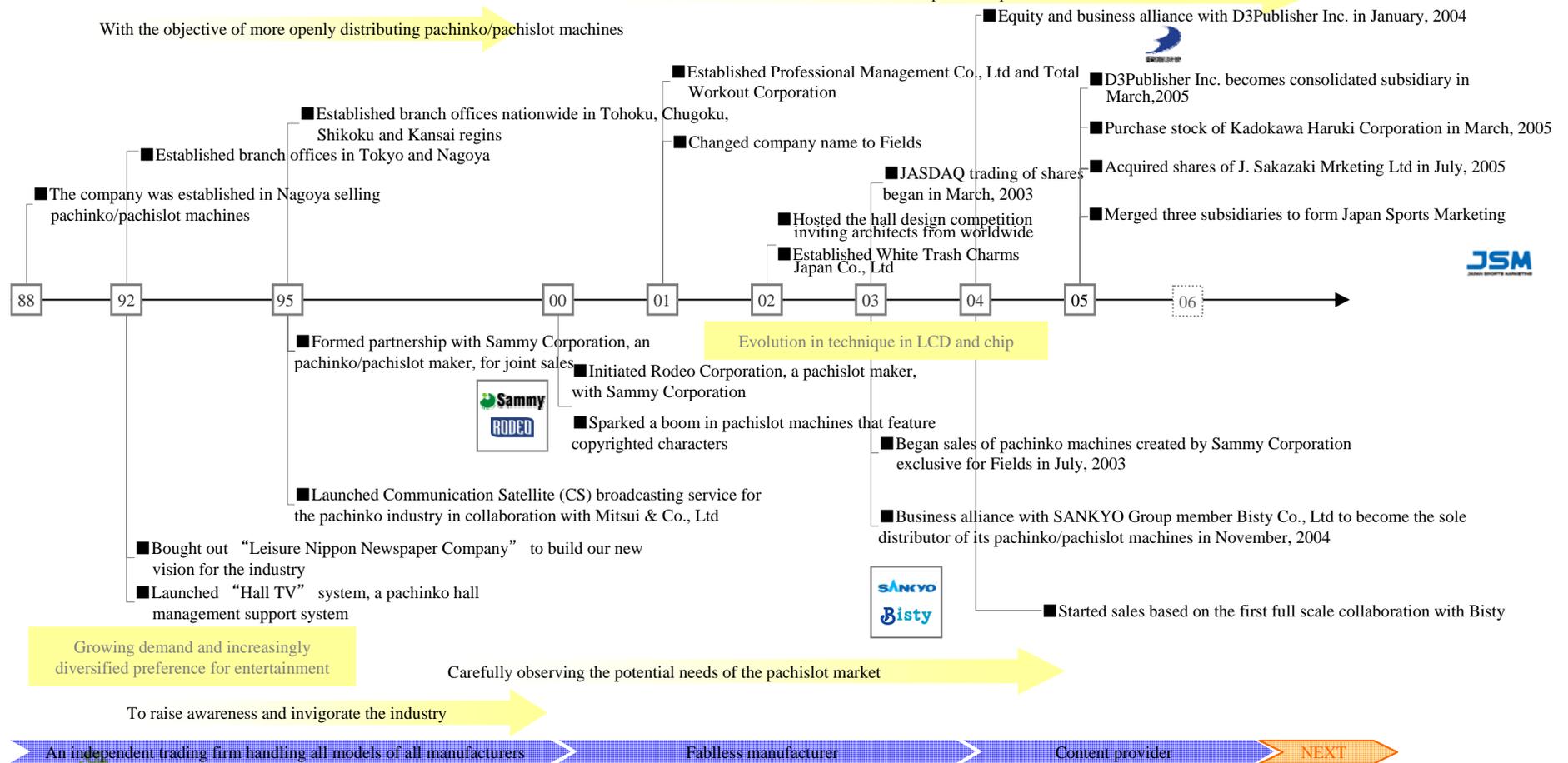


Our Tracks-2005

Major events in the history of Fields

■ In line with our corporate philosophy, “The greatest Leisure for All People”, Fields has set its insights on the pachinko/pachislot market. The most popular public leisure activity in Japan, and has aimed to revitalise the market through a variety of new challenges. We have established a nationwide sales network and solidified a unique position that connects the many pachinko/pachislot fans with pachinko halls and pachinko/pachislot machine makers, while continuing to grasp the needs of all industry participants and providing proposal-oriented services through intensive marketing.

As a forerunner in entertainment-oriented trends for pachinko/pachislot machines



Financial highlights

Fields 1999-2005

Key financial data (¥thousand)	1999.3	2000.3	2001.3	2002.3	2003.3(consolidated)	2004.3(consolidated)	2005.3(consolidated)
Net sales	11,811,500	10,017,585	11,496,060	34,560,468	61,888,832	66,211,589	81,658,011
Operating income	138,791	768,876	1,700,893	5,730,688	6,781,196	11,866,578	12,097,224
Ordinary income	107,358	726,910	1,681,106	5,664,866	7,022,048	12,209,509	12,480,571
Net income	34,842	262,168	583,081	3,041,486	3,524,372	6,620,253	6,926,791
Paid-in capital	10,000	10,000	116,000	530,500	1,295,500	1,295,500	7,948,036
Shareholders' equity	23,938	286,107	1,069,803	3,883,201	8,752,797	14,507,820	33,426,273
Total assets	5,388,131	6,199,947	6,211,821	18,631,438	17,090,435	37,115,839	72,584,547
Cash flows from Operating activities	—	—	1,105,738	4,525,559	3,316,128	851,192	2,965,857
Cash flows from Investing activities	—	—	269,440	△ 724,077	△ 2,253,217	△ 3,190,193	△ 5,257,154
Cash flows from Financial activities	—	—	△ 920,780	2,004,198	△ 2,454,804	2,029,999	10,177,881
Cash and cash equivalents at end of the period	—	—	1,414,660	6,857,525	5,739,061	5,437,758	13,326,256

Indicators per share (unit : JPY)	1999.3	2000.3	2001.3	2002.3	2003.3(consolidated)	2004.3(consolidated)	2005.3(consolidated)																					
Shareholders' equity per share	119,690	1,430,535	461,122	1,325,324	268,600	89,305	96,026																					
Annual dividend per share (non-consolidated)	—	—	15,000	<table border="0"> <tr> <td>Old shares</td> <td>100,000</td> <td rowspan="3">10,000</td> <td rowspan="3"> <table border="0"> <tr> <td>• Memorial</td> <td>24,000</td> <td rowspan="3"> <table border="0"> <tr> <td>• Interim</td> <td>4,000</td> </tr> <tr> <td>• Full year</td> <td>2,000</td> </tr> <tr> <td>• Full year</td> <td>2,000</td> </tr> </table> </td> </tr> <tr> <td>New shares</td> <td>27,398</td> </tr> <tr> <td>2nd new shares</td> <td>548</td> </tr> </table> </td> </tr> </table>	Old shares	100,000	10,000	<table border="0"> <tr> <td>• Memorial</td> <td>24,000</td> <td rowspan="3"> <table border="0"> <tr> <td>• Interim</td> <td>4,000</td> </tr> <tr> <td>• Full year</td> <td>2,000</td> </tr> <tr> <td>• Full year</td> <td>2,000</td> </tr> </table> </td> </tr> <tr> <td>New shares</td> <td>27,398</td> </tr> <tr> <td>2nd new shares</td> <td>548</td> </tr> </table>	• Memorial	24,000	<table border="0"> <tr> <td>• Interim</td> <td>4,000</td> </tr> <tr> <td>• Full year</td> <td>2,000</td> </tr> <tr> <td>• Full year</td> <td>2,000</td> </tr> </table>	• Interim	4,000	• Full year	2,000	• Full year	2,000	New shares	27,398	2nd new shares	548	<table border="0"> <tr> <td>• Memorial</td> <td>10,000</td> </tr> <tr> <td>• Interim</td> <td>10,000</td> </tr> <tr> <td>• Full year</td> <td>4,000</td> </tr> </table>	• Memorial	10,000	• Interim	10,000	• Full year	4,000
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Net income per share	174,211	1,310,844	2,075,024	1,275,256	117,233	40,465	19,888																					

Management indicators (Unit : %)	1999.3	2000.3	2001.3	2002.3	2003.3(consolidated)	2004.3(consolidated)	2005.3(consolidated)
Shareholders' equity ratio	0.4	4.6	17.2	20.8	51.2	39.1	46.0
Return on equity	534.6	169.1	86.0	122.8	55.9	56.9	28.9
Dividend as percentage of Shareholders' equity (non-consolidated)	—	—	6.0	7.8	7.9	*20.1	20.7

*Dividend as percentage of shareholders' equity in 2004.3 is calculated including memorial dividend

Others	1999.3	2000.3	2001.3	2002.3	2003.3(consolidated)	2004.3(consolidated)	2005.3(consolidated)
Total outstanding shares	200	200	2,320	2,930	32,300	161,500	347,000
Employees (persons)	166	210	319	323	460	651	758

• October, 2002 10-for-1 stock split • November, 2003 5-for-1 stock split • September, 2004 2-for-1 stock split
• Consolidated from 2003.3