

November 4, 2010

To all parties concerned:

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## Notification of Revisions to Performance Forecast

Fields Corporation hereby announces that it has made revised projections as stated in the “Summary of Financial Information and Business Results for the Year Ended March 31, 2010” announced as of May 10, 2010. Such revisions were made taking into account recent trend in our business performance.

### 1. Revised performance forecasts

#### (1) Revisions to the consolidated performance forecast for the year ending March 31, 2011 (April 1, 2010 to March 31, 2011)

(Unit: Million yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
					Yen
Previous forecast (A)	80,000	11,000	11,000	5,500	16,560.53
Revised forecast (B)	100,000	13,000	13,000	7,000	21,077.04
Amount changed (B - A)	20,000	2,000	2,000	1,500	—
% change	25.0	18.2	18.2	27.3	—
(Reference) Results for the previous fiscal year (ended March 31, 2010)	66,342	8,124	7,761	3,289	9,796.56

#### (2) Revisions to the non-consolidated performance forecast for the year ending March 31, 2011 (April 1, 2010 to March 31, 2011)

(Unit: Million yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
					Yen
Previous forecast (A)	68,000	11,000	11,000	5,500	16,560.53
Revised forecast (B)	87,000	12,500	12,500	6,500	19,571.53
Amount changed (B - A)	19,000	1,500	1,500	1,000	—
% change	27.9	13.6	13.6	18.2	—
(Reference) Results for the previous fiscal year (ended March 31, 2010)	61,357	8,618	8,830	4,538	13,517.04

## 2. Reasons for the revision

The Company expects its consolidated and non-consolidated net sales, operating income, ordinary income, and net income for the year ending March 31, 2011, to be higher than initially projected, owing to the reasons described below and other factors. Upward revisions are made accordingly.

- 1) In the pachinko machine sales business, the pachinko machine *CR Evangelion—Evangelical of the beginnings* (launched in June 2010) became a big hit, recording greater than expected sales of over 200,000 machines during the first half of the this year.
- 2) In the pachislot machine sales business, *Onimusha: Dawn of Dreams* (launched in March 2010) and *Neon Genesis Evangelion—Die Spur der SEELE* (launched in March 2010) have both received high acclaim in the market. Both pachislot machines have proven to be big hits, recording higher than projected levels of continuing orders throughout the first half and into the third quarter.
- 3) During the second half of this year, in a pachislot machine market now well on track to a full-fledged recovery, the Company is scheduled to introduce a succession of high-potential pachislot machines with advanced gaming and entertainment features, such as *Ore no Sora—Spirit of Young Justice* (scheduled to be launched in December 2010).
- 4) Since the overall performance across the Group's companies has continued to be steady, the Group Business segment (mainly the entertainment field) is projected to return, as a whole, to full-year profitability.

(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.

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