

May 12, 2011
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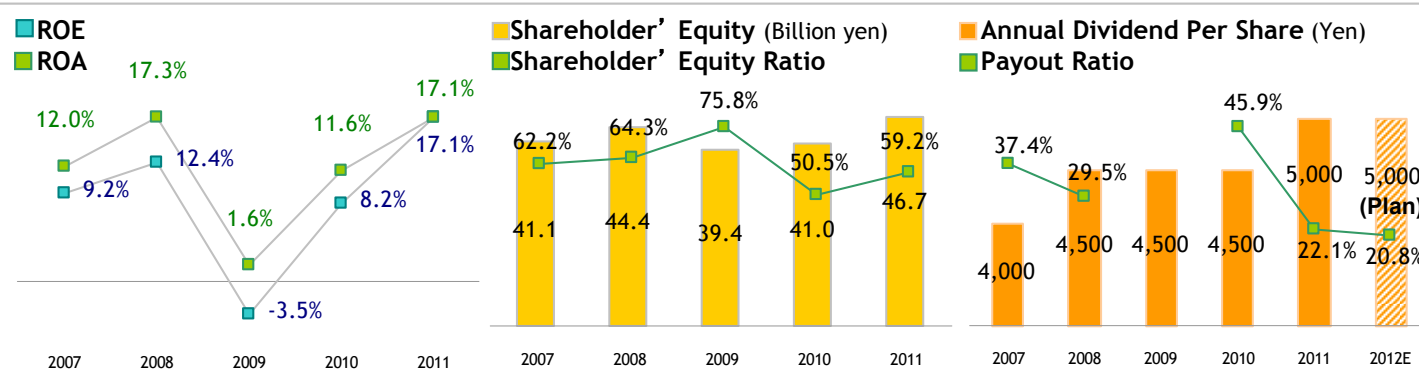
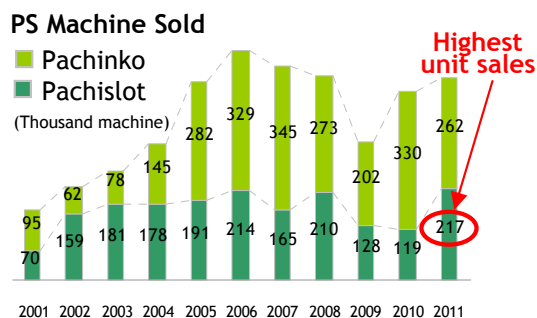
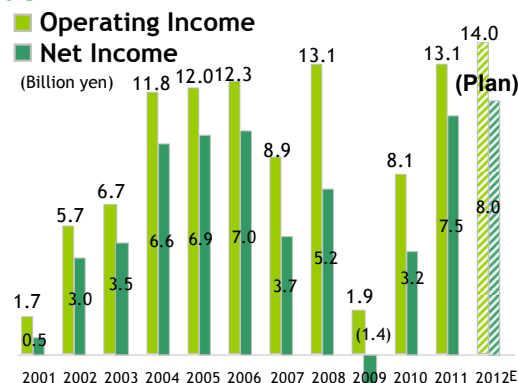
Financial Flash Report



Financial Results and Forecast (Consolidated) (Japan GAAP)

Achieved record pachislot machine sales and increase in profit and maintaining dividends

| (Unit: Billion yen) | 3.2010 | 3.2011 | YoY | 3.2012 E | YoY |
|------------------------------|-------------|--------------|---------------|--------------|---------------|
| Net Sales | 66.3 | 103.5 | 156.1% | 100.0 | 96.5% |
| PS(Pachinko/Pachislot) | 62.3 | 94.1 | 150.9% | - | - |
| Mobile | 1.8 | 2.0 | 111.6% | - | - |
| Sports Entertainment | 2.4 | 2.1 | 89.9% | - | - |
| Other | 0.6 | 5.8 | 950.1% | - | - |
| (Adjustments) | (0.8) | (0.6) | - | - | - |
| SG&A Expenses | 18.7 | 21.9 | 117.2% | 24.0 | 109.1% |
| Operating Income | 8.1 | 13.1 | 161.7% | 14.0 | 106.6% |
| PS(Pachinko/Pachislot) | 8.1 | 12.8 | 158.2% | - | - |
| Mobile | 0.3 | 0.2 | 60.1% | - | - |
| Sports Entertainment | (0.3) | (0.2) | - | - | - |
| Other | (0.07) | 0.3 | - | - | - |
| (Adjustments) | (0.007) | 0.008 | - | - | - |
| Ordinary Income | 7.7 | 13.6 | 176.3% | 14.0 | 102.3% |
| Net Income | 3.2 | 7.5 | 228.6% | 8.0 | 106.4% |
| Total Asset | 81.3 | 78.9 | - | - | - |
| Net Asset | 41.1 | 47.0 | - | - | - |
| Net Income per share (Yen) | 9,796 | 22,643 | - | - | - |
| CF from Operating Activities | 8.4 | 8.0 | - | - | - |
| CF from Investing Activities | (1.0) | (4.3) | - | - | - |
| CF from Financing Activities | (2.6) | (3.9) | - | - | - |
| Cash and Cash Equivalents | 15.9 | 15.6 | - | - | - |



Result Review

Achieved record pachislot machine sales and increase in profit

Good result in the pachislot machine sales continued since last fiscal year and achieved record pachislot machine sales, plus a considerable profit increased considerably. Advances made in monetization of Group business by the acquisition of Tsuburaya Productions Co., Ltd, owner of Ultraman IP (Intellectual Property) and a major CG company, Digital Frontier Inc., as our subsidiaries.

The influence on the business performance due to the earthquake in Eastern Japan is limited

Although we were postponing the product delivery date of part of the orders for pachislot machine "MOBASLO" in response to pachinko halls demand, good results in the sales continued until Q3 and so the influence on business performance is limited.

The below is a summary version of <Qualitative information> from "Summary of Financial Information and Business Results." For more details, a complete version of the Financial Results will be posted on our website near the end of May. (<http://www.fields.biz/ir/e/>)

Outlook Review

Setting new record in earnings forecast and maintaining dividends

The impact of the earthquake in Eastern Japan is expected to affect the pachinko/pachislot market but Fields and tie-up manufactures have organized a structure to release a number of new machines including big titles, within this fiscal year.

Profit increase in positive execution of group businesses and core contents business is expected.

This is expected to lead to setting new records in performance. Dividends will maintain the amount increased in the year ended March 31, 2011.

For inquiries or further information please contact:

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[Disclaimer]

The plans, strategies and estimates of the Company indicated in these documents, other than actual results and facts, include potential risks and uncertainties and cannot be guaranteed. Potential risks and uncertainties include, but are not limited to, the economic environment of the pachinko/pachislot market in which the Company operates, market competition and the products handled by the Company.