

August 4, 2011
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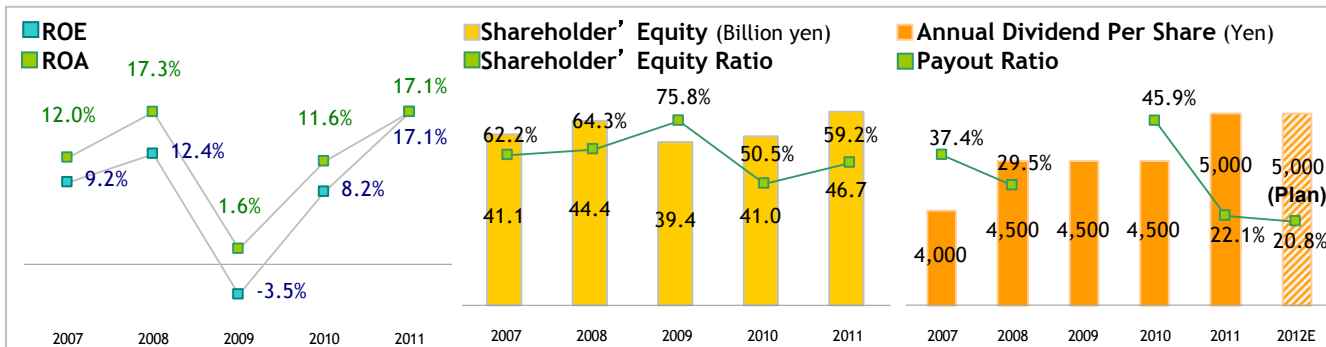
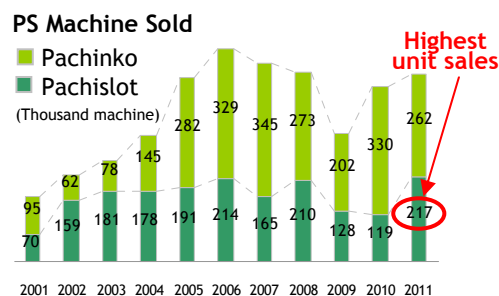
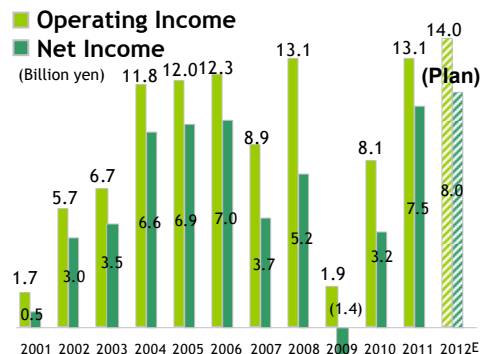
Financial Flash Report



Financial Results and Forecast (Consolidated) (Japan GAAP)

Q1 result was as expected and the full year projection will proceed steadily

(Unit: Billion yen)	3.2011	3.2012 E	YOY	Q1	YTD
Net Sales	103.5	100.0	96.5%	17.6	17.6%
PS(Pachinko/Pachislot)	94.1	-	-	15.9	-
Mobile	2.0	-	-	0.6	-
Sports Entertainment	2.1	-	-	0.5	-
Other	5.8	-	-	0.9	-
(Adjustments)	(0.6)	-	-	(0.4)	-
SG&A Expenses	21.9	24.0	109.1%	5.3	22.1%
Operating Income	13.1	14.0	106.6%	(0.2)	-
PS(Pachinko/Pachislot)	12.8	-	-	(0.1)	-
Mobile	0.2	-	-	0.02	-
Sports Entertainment	(0.2)	-	-	(0.03)	-
Other	0.3	-	-	(0.07)	-
(Adjustments)	0.008	-	-	(0.001)	-
Ordinary Income	13.6	14.0	102.3%	(0.2)	-
Net Income	7.5	8.0	106.4%	(0.2)	-
Total Asset	78.9	-	-	69.6	-
Net Asset	47.0	-	-	45.8	-
Net Income per share (Yen)	22,643	-	-	(856)	-
CF from Operating Activities	8.0	-	-	8.1	-
CF from Investing Activities	(4.3)	-	-	(0.9)	-
CF from Financing Activities	(3.9)	-	-	(1.0)	-
Cash and Cash Equivalents	15.6	-	-	21.7	-



Result Review

The sales volume increased compared with the previous year in the Pachislot market and the number of new parlors increased accordingly. In spite of the effect of the Earthquake in Eastern Japan, the sales volume increased compared with the previous year (6.3% up year-over-year) in the Pachislot market, and the number of new parlors in April also increased.

Sales of Japan superstar Pachinko machine

As for sales of Pachinko machine, "CR The story of ayumi hamasaki—introduction", a Japan superstar, was launched in July and sold aggressively.

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 August. (<http://www.fields.biz/ir/e/>)

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Outlook Review

To release big titles in the second half of the fiscal year and the full year projection will proceed steadily

The Company's Pachinko/Pachislot machine launch titles including big titles are heavily included in the second half of the fiscal year.

Q1 result was as expected and Pachinko/Pachislot machine launch schedule progresses as planned and the full year projection will be proceeded steadily.

[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.